

ESTTA Tracking number: **ESTTA795879**

Filing date: **01/18/2017**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	01/18/2017
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES

Attorney information	Joseph Petersen Kilpatrick Townsend & Stockton LLP 1080 Marsh Road Menlo Park, CA 94025 UNITED STATES cgenteman@kilpatricktownsend.com, jpetersen@ktslaw.com, agar-cia@ktslaw.com, tmadmin@ktslaw.com Phone:650-326-2400
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Applicant Information

Application No	87014721	Publication date	09/20/2016
Opposition Filing Date	01/18/2017	Opposition Period Ends	01/18/2017
Applicant	KEEN CHING INDUSTRIAL CO., LTD. 9F., 651-5, Chung Cheng Rd, Hsin Chuang New Taipei City, TAIWAN		

Goods/Services Affected by Opposition


Class 026. First Use: 1997/10/01 First Use In Commerce: 2016/04/13
All goods and services in the class are opposed, namely: Buttons; Edgings for clothing; Snap fasteners; Zippers; Clothing hooks; Zip fasteners

Grounds for Opposition

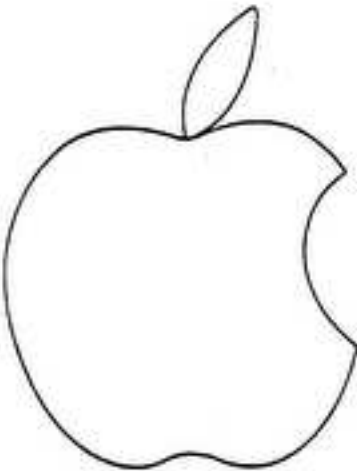
Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	3462174	Application Date	01/06/2008
Registration Date	07/08/2008	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed.
Goods/Services	Class 006. First use: First Use: 1983/04/00 First Use In Commerce: 1983/04/00 Keyrings of common metal; Metal rings and chains for keys; Metal key chains


U.S. Registration No.	1402855	Application Date	11/04/1985
Registration Date	07/29/1986	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	THE TRADEMARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.
Goods/Services	Class 006. First use: First Use: 1983/04/00 First Use In Commerce: 1983/04/00 KEYRINGS

U.S. Registration	1114431	Application Date	03/20/1978
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No.			
Registration Date	03/06/1979	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF ANAPPLE WITH A BITE REMOVED.		
Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		


U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest</p>		

U.S. Registration No.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE


Word Mark	APPLE
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE

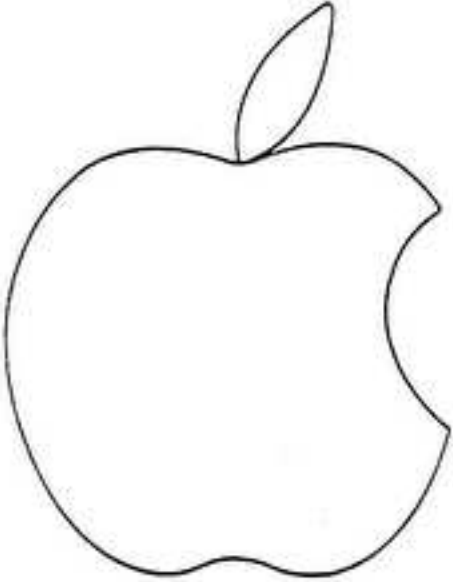
U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE


Word Mark	APPLE
Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01</p> <p>Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and</p>


	<p>fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above</p>
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U.S. Registration No.	3070036	Application Date	08/22/2002
Registration Date	03/21/2006	Foreign Priority Date	02/26/2002
Word Mark	NONE		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 0 First Use In Commerce: 0 Cases, namely, attache cases, business card cases, business cases, calling cardcases, [catalog cases, credit card cases,] document cases, [key cases, train cases and overnight cases; cases, namely, vanity, toiletry, cosmetic and lipstick cases sold empty;] bags, namely, all purpose sports and athletic bags, [beach bags,] book bags, carry-on bags, [cosmeticbags sold empty, duffel bags, garment bags for travel, leather and mesh shopping bags, overnight bags,] school bags, school book bags, [shoe bags for travel,] shoulder bags, [souvenir bags, suit bags, tote bags and travel bags; wallets; purses;] umbrellas[; walking sticks; credit card holders]		
U.S. Registration No.	1421062	Application Date	11/04/1985
Registration Date	12/16/1986	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.
Goods/Services	Class 018. First use: First Use: 1982/06/00 First Use In Commerce: 1982/06/00 BRIEFCASE TYPE PORTFOLIOS, [GARMENT BAGS FOR TRAVEL] AND ALL PURPOSE SPORTS BAGS

U.S. Registration No.	3070035	Application Date	08/22/2002
Registration Date	03/21/2006	Foreign Priority Date	02/26/2002
Word Mark	NONE		
Design Mark			
Description of	The mark consists of the design of an apple with a bite removed.		

Mark			
Goods/Services	Class 025. First use: First Use: 0 First Use In Commerce: 0 [Footwear;] headwear; shirts, t-shirts, sweatshirts, [jogging suits, trousers, pants, shorts, tank tops, rainwear, cloth bibs, skirts,] blouses; [dresses, suspenders,] sweaters, jackets, coats, raincoats, [snow suits, ties, robes,] hats, and caps[, sun-visors, belts, scarves, sleepwear, pajamas, lingerie, underwear, boots, shoes, sneakers, sandals, booties, slipper socks, swimwear and masquerade and Halloween costumes]		
U.S. Registration No.	1400442	Application Date	11/04/1985
Registration Date	07/08/1986	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1979/02/00 First Use In Commerce: 1979/02/00 CLOTHING, NAMELY MENS AND LADIES SWEATSHIRTS, T-SHIRTS, SHIRTS, [SHORTS,] JACKETS, [TIES, BELTS, HEADBANDS,] SWEATERS, HATS AND VISORS		

Attachments	77365106#TMSN.png(bytes) 73566848#TMSN.png(bytes) 73162799#TMSN.png(bytes) 77648705#TMSN.png(bytes) 77172511#TMSN.png(bytes) 78156887#TMSN.png(bytes) 73566876#TMSN.png(bytes) 78156809#TMSN.png(bytes) 73566555#TMSN.png(bytes) APPLE Design Notice of Opposition - NOO - US Keen Ching Industrial.pdf(68949 bytes) Exhibit 1 - to NOO - KEEN CHING INDUSTRIAL.pdf(852427 bytes) Exhibit 2 - to NOO - KEEN CHING INDUSTRIAL.pdf(1970264 bytes) Exhibit 3 - to NOO - KEEN CHING INDUSTRIAL.pdf(2306338 bytes) Exhibit 4 - to NOO - KEEN CHING INDUSTRIAL.pdf(4143510 bytes) Exhibit 5 - to NOO - KEEN CHING INDUSTRIAL.pdf(1518494 bytes) Exhibit 6 - to NOO - KEEN CHING INDUSTRIAL.pdf(2614988 bytes)
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Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	01/18/2017

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. **87/014,721**

For the mark:



Filed: April 26, 2016

Published: September 20, 2016

APPLE INC.,	X	
	:	
Opposer,	:	Opposition No.
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
KEEN CHING INDUSTRIAL	:	
CO., LTD.,	:	
	:	
Applicant.	:	

APPLE INC. (“Opposer” or “Apple”), a corporation organized and existing under the laws of California with a principal place of business at 1 Infinite Loop, Cupertino, California 95014, believes that it will be damaged by the issuance of a registration for the Applicant’s Apple Design mark underlying Application Serial No. 87/014,721 (shown below) for “Buttons; Edgings for clothing; Snap fasteners; Zippers; Clothing hooks; Zip fasteners” in International Class 26, and hereby opposes the same:



As grounds for its opposition, Opposer alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

1. Opposer is the world-famous designer, manufacturer, and distributor of personal computers, mobile communication and media devices, digital media players, and many other goods and services, and Opposer's APPLE brand is one of the best known brands in the world. Opposer designs, manufactures and/or markets in interstate and international commerce, a broad line of technology-related goods and services, including among many other things, accessories for its electronic products, such as cases, covers, and bags. Apple also features an array of other products featuring its famous Apple Marks, including, but by no means limited to, clothing, such as headwear, shirts, and jackets.

2. Since at least as early as 1977, Opposer has extensively promoted, marketed, advertised, distributed, sold and/or rendered goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE and/or a visual equivalent of the word, to wit a logo depicting a stylized apple with a detached leaf, as shown below:



(the "Apple Logo") (collectively, the "Apple Marks").

3. Opposer's family of Apple Marks comprises distinctive, arbitrary and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Opposer's extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and have come to be identified immediately with Opposer as the source of its goods and services. Given the fame of the Apple Marks, consumers overwhelmingly associate an apple graphical mark with Apple and its wide variety of goods and services used in a variety of industries.

4. The Apple Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. For many years, Opposer's APPLE brand (including the Apple Logo) has consistently been recognized as one of the world's most famous brands. In May 2016, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the sixth year in a row, with an estimated valuation of \$154.1 billion, 87% more than second-ranked Google. Attached as **Exhibit 1** are printouts of *Forbes* magazine's articles regarding its list of the most valuable brands from 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

6. In 2016, for the fifth consecutive year, Apple won the *Harris Interactive* "Brand of the Year" award in the tablet computer category, beating out its competitors, and was also named the #1 brand in the categories of computer manufacturer, mobile operating system, operating system, smartphones, and online computer retailer. Attached as **Exhibit 2** is a printout of the *Harris Interactive* report obtained from the website at <http://www.theharrispoll.com/business/2016-Brands-of-the-Year.html>.

7. In addition, Interbrand has consistently recognized Opposer's APPLE brand as belonging in the top 50 of the world's most valuable brands, increasing in value each year. In 2013, the APPLE brand took the top spot for the first time as the most valuable brand in the world, and has maintained this number one position for the 2014, 2015, and 2016 rankings. The rise to the number one position came after an increase in Apple's position in 2012 from 8th (2011) to 2nd (2012), with the biggest growth in estimated brand value in Interbrand's 2012 rankings: 129%. Previously, the APPLE brand rose nine spots in Interbrand's rankings—from

17th (2010) to 8th (2011)—and increased in estimated brand value by 58%. Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings, in reverse chronological order from 2016 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past six years:




- i. 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$178.12 billion.
- ii. 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$170.28 billion.
- iii. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$118.86 billion.
- iv. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.316 billion.
- v. 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated brand worth of U.S. \$76.568 billion.
- vi. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.
- vii. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.


8. Over the past eight years, Millward Brown Optimor (“MBO”), a leading market research and brand valuation and management company, has found APPLE to be one of the world’s top brands in MBO’s “Brandz™ Top 100 Most Valuable Global Brands,” an annual assessment of the 100 most valuable brands in the world. In MBO’s 2016 rankings, Opposer’s APPLE brand was ranked as the world’s second most valuable brand with a value of \$228.5 billion. In 2015, Apple ranked as the world’s most valuable brand, a rank it also held in 2011, 2012, and 2013. Opposer’s APPLE brand ranked 2nd in 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating that the APPLE brand has been recognized as one of the world’s

most valuable brands for nearly a decade. Attached as **Exhibit 4** are copies of relevant pages of MBO's rankings in reverse chronological order from 2016 through 2008.

9. Opposer also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of "Most Admired Companies." Opposer has featured prominently in these rankings each year, and for eight years in a row from 2009 to 2016, it was named the "World's Most Admired Company" for the year. Before 2009, *Fortune Magazine's* list was limited to "America's Most Admired Companies," and Opposer also topped this list in 2008. Attached as **Exhibit 5** are true and correct copies of printouts of relevant pages of *Fortune Magazine's* "Most Admired Companies" rankings in reverse chronological order from 2016 through 2008.





10. Opposer is the owner of numerous United States registrations on the Principal Register for the Apple Marks, including, without limitation, the following registrations:

TRADEMARK	REG./ APP. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE/PRIORITY DATE)
	3,462,174	Jan. 6, 2008/ July 8, 2008	Class 6: Keyrings of common metal; metal rings and chains for keys; and metal key chains. (first use: Apr. 1983)
	1,402,855	Nov. 4, 1985/ July 29, 1986	Class 6: Keyrings. (first use: Apr. 1983)
	1,114,431	Mar. 20, 1978/ Mar. 6, 1979	Class 9: computers and computer programs recorded on paper and tape. (first use: Jan. 1977)

TRADEMARK	REG./ APP. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE/PRIORITY DATE)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	Class 9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. (first use: Jan. 31, 1977)
APPLE	1,078,312	Mar. 25, 1977/ Nov. 29, 1977	Class 9: Computers and computer programs recorded on paper and tape. (first use: April 1976)
APPLE	3,928,818	May 3, 2007/ Mar. 8, 2011	Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer

TRADEMARK	REG./ APP. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE/PRIORITY DATE)
			peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players. portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery

TRADEMARK	REG./ APP. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE/PRIORITY DATE)
			chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for

TRADEMARK	REG./ APP. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE/PRIORITY DATE)
			personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. (first use: Apr. 1, 1976)
	3,070,036	Aug. 22, 2002/ Mar. 21, 2006	Class 18: Cases, namely, attache cases, business card cases, business cases, calling card cases, document cases, bags, namely, all purpose sports and athletic bags, book bags, carry-on bags, school bags, school book bags, shoulder bags, umbrellas (based on international registration)
	1,421,062	Nov. 4, 1985/ Dec. 16, 1986	Class 18: Briefcase type portfolios and all purpose sports bags. (first use: June 1982)
	3,070,035	Aug. 22, 2002/ Mar. 21, 2006	Class 25: Headwear; shirts, t-shirts, sweatshirts, blouses; sweaters, jackets, coats, raincoats, hats, and caps (based on international registration)
	1,400,442	Nov. 4, 1985/ July 8, 1986	Class 25: Clothing, namely mens and ladies sweatshirts, t-shirts, shirts, jackets, sweaters, hats. (first use: Feb. 1979)

Copies of the registration certificates and print-outs from the United States Patent and Trademark

Office online database for the above-identified registrations are annexed as **Exhibit 6**.

11. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 1,078,312, 1,114,431, 3,070,036, 3,462,174, 3,679,056, 3,928,818, rendering such registrations incontestable.

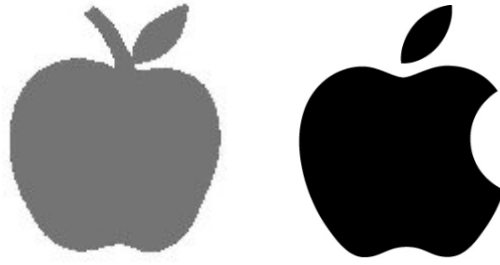
12. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on April 26, 2016, Keen Ching Industrial Co., Ltd. ("Applicant") filed Application Serial No. 87/014,721 to register the mark depicted below ("Applicant's Apple Mark") for "Buttons; Edgings for clothing; Snap fasteners; Zippers; Clothing hooks; Zip fasteners" in International Class 26 ("Applicant's Goods"):



13. Opposer is timely filing this Notice of Opposition.

14. There is no issue as to priority. Opposer began using the Apple Marks in commerce at least as early as 1979, well prior to the Applicant's claimed first-use date of October 1, 1997 and claimed first-use-in-commerce date of April 13, 2016.

15. Consumers encountering Applicant's Apple Mark, particularly in connection with Applicant's Goods, are likely to associate Applicant's Apple Mark and Applicant's Goods with Opposer and its Apple Marks. Specifically, Applicant's Apple Mark comprises a standalone apple graphic that is substantially the same shape as Apple's famous Apple Logo and has a right-angled, detached leaf element that is identical to the Apple Logo's hallmark leaf.



Applicant's Apple Mark therefore creates a nearly identical commercial impression to Apple's famous Apple Logo.

16. Moreover, Applicant applied to register its standalone apple graphic mark in connection with "Buttons; Edgings for clothing; Snap fasteners; Zippers; Clothing hooks; Zip fasteners"—goods that are highly related and/or complementary to numerous goods that Apple has long offered and for which it owns registrations. For example, Apple's registered goods of cases, covers, and bags (Reg. Nos. 1,421,062, 3,928,818, and 3,679,056) are made of materials including Applicant's goods of zippers, snap fasteners, and zip fasteners. Similarly, Apple's registered apparel goods, such as headwear, shirts, t-shirts, sweatshirts, blouses, sweaters, jackets, coats, raincoats, caps, and hats (Reg. Nos. 1,400,442 & 3,070,035) are made of materials including Applicant's goods of edgings for clothing, snap fasteners, zippers, clothing hooks, and zip fasteners. Finally, Applicant's metal goods of zippers are highly similar to Apple's registered metal key rings (Reg. Nos. 3,462,174 & 1,402,855).

17. In light of Applicant's use of a nearly identical mark for goods that are highly related and/or complementary to Apple's goods offered under its famous Apple Marks, consumer confusion is likely.

18. Lending further support to a likelihood of confusion is the fact that Applicant's Goods are not limited to any particular channel of trade, and, therefore, it is presumed that

Applicant's Goods will be offered through the same channels of trade as the goods and services covered by Apple's prior registrations.

19. Opposer will be damaged by the registration of Applicant's Apple Mark because Applicant's Mark so closely resembles the Apple Marks as to be likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Services or the affiliation between Applicant and Opposer in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Furthermore, any objection complained of in connection with Applicant's Services marketed under Applicant's Apple Mark would necessarily reflect upon and seriously injure the reputation that Opposer has established for its goods and services.

20. Opposer will be damaged by registration of Applicant's Apple Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Opposer, and by otherwise lessening the capacity of Opposer's Apple Marks to identify and distinguish the goods and services of Opposer, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

21. Specifically, Applicant's Apple Mark is likely to cause dilution by blurring of the famous Apple Marks based on a number of relevant considerations including, without limitation, the following:

- (a) Applicant's Mark, which incorporates an apple graphic with a right-angled leaf identical to the Apple Logo's hallmark leaf element, is highly similar to the Apple Marks;
- (b) The Apple Marks are inherently distinctive in relation to Opposer's goods and services;

- (c) Opposer has engaged in substantially exclusive use of the Apple Marks in connection with Opposer's goods and services;
- (d) The Apple Marks are widely recognized by the general consuming public and had been so long before the filing date and claimed date of first use of Applicant's application; and
- (e) On information and belief, by using Applicant's Apple Mark, Applicant intends to create an association with the Apple Marks.

22. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to use Applicant's Apple Mark in connection with Applicant's Goods. Such registration would be a source of damage and injury to Opposer.

WHEREFORE, Opposer requests that this opposition be sustained and that the registration of Application Serial No. 87/014,721 in connection with Applicant's Goods be denied.

The opposition fee in the amount of \$400.00 for an opposition in one class is filed herewith. If for any reason this amount is insufficient, it is requested that Opposer's attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.

Dated: Menlo Park, California
January 18, 2017

**KILPATRICK TOWNSEND &
STOCKTON LLP**

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Attorneys for Opposer Apple Inc.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. **87/014,721**



For the mark:

Filed: April 26, 2016

Published: September 20, 2016

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APPLE INC.,	:	
	:	Opposition No.
Opposer,	:	
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
KEEN CHING INDUSTRIAL	:	
CO., LTD.,	:	
	:	
Applicant.	:	
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CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, January 18, 2017.

/ Alberto Garcia/
Alberto Garcia

EXHIBIT 1

Forbes



Kurt BadenhausenForbes Staff

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The World's Most Valuable Brands 2016

Apple's 13-year run of quarterly revenue growth came to a crashing halt last month when the tech giant reported revenue of \$50.6 billion, off 13% thanks to soft iPhone sales and a slowdown in China. The gloom-and-doom sentiment around the company has reached a zenith with the stock off 30% from its all-time peak 12 months ago.



(AP Photo/Matthias Schrader, File)

But Forbes' annual study of the world's most valuable brands shows that Apple is still in a class by itself with a value of \$154.1 billion, 87% more than second-ranked Google. It is the sixth straight time Apple has finished first since Forbes began valuing the richest brands in 2010.

"Brands get their value from how customers perceive them," says David Reibstein, a professor of marketing and branding expert at the [University of Pennsylvania's Wharton School](#).

"What makes it valuable from a company perspective is that customers are willing to pay a higher price or are more likely to buy."

The Apple brand hits a home run on both fronts. Apple-philes will cry blasphemy, but Apple phones are not that distinct from the latest Samsung gadget, hence why the two companies are always suing each other. Yet, Apple commands a premium price and accounts for nearly half the smartphones sold in the U.S., along with 75 million sold globally during the December holiday quarter.

[The World's Most Valuable Brands 2016](#)

Apple dominates in a consumer tech industry where brand matters. Revenue fell in the latest quarter, but the release of the iPhone 7 will certainly have fans of the brand lining up for hours outside stores in the fall ahead of the unveiling. The adulation helped the company generate \$53 billion in net income last year.

“The chance to make a memory is the essence of brand marketing,” said a young [Steve Jobs](#) after co-founding Apple. The brand has done that by creating a connection with customers through music, phones and computing. It now wants to do the same in watches, TVs and payments with more categories, like autos, also on its radar.

No. 2 Google leapfrogged Microsoft this year and closed the gap on Apple with its brand value up 26% to \$82.5 billion (Apple’s brand rose 6%). Google became a division of the newly formed Alphabet last year, but the search engine brand is still the company’s bread-and-butter profit center subsidizing “Other Bets” like self-driving cars, Google Fiber, Calico and Nest, which lost \$3.6 billion last year.

People are much more likely to use Google than Bing even though the search results might not differ much because of the Google brand. Google has become the generic term for search, which is the ultimate in branding power. Reibstein is awed with how Google treats its logo, which he says is the “antithesis of what everybody teaches about branding.” Some companies employ brand police to track the use of their logos to ensure the proper fonts and colors. Not Google. It changes the logo on its homepage every day with a clever new doodle.

Rounding out the top five are Microsoft (\$75.2 billion), Coca-Cola (\$58.5 billion) and Facebook (\$52.6 billion).

[Full List: The World's Most Valuable](#)

Brands

Facebook, up 44%, is the fastest-growing brand in the top 100 for the second straight year. The number of active users has surged to 1.65 billion. The average user spends 50 minutes daily using Facebook and Instagram (our brand value excludes the financial impact of Instagram). New York Times [columnist James Stewart](#) notes that is more time than people spend reading (19 minutes), participating in sports and exercise (17 minutes) and socializing (4 minutes) combined. Time is the ultimate measure of brand engagement.

“Facebook keeps innovating and adding more and more functionally and features,” says Reibstein. “Companies are figuring out how to use Facebook, so their revenue is growing. The transformation with what they are doing with their core business is incredible.”

We considered more than 200 global brands to determine the final list of the world’s 100 most valuable brands. The brands were required to have more than a token presence in the U.S., which knocked out some big brands like multinational telecom firm [Vodafone](#) and Chinese e-commerce giant [Alibaba](#). The top 100 includes product brands like Marlboro, owned by Altria and Philip Morris International, as well as brands marketed under their corporate name like McDonald’s.



Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple

over the past three years to these earnings to arrive at the final brand value (click [here](#) for the complete methodology).

The 100 most valuable brands span 16 countries and cross 19 broad industry categories. Brands from U.S.-based companies make up just over half the list with 52 brands. The next greatest number are from Germany (11 brands), Japan (8) and France (6). Tech brands are the most common with 17, including the top three. Financial services companies landed 13 brands in the top 100 led by American Express at No. 24. Other big industries included automotives (12) and consumer packaged goods (10), followed by luxury and retail, which both secured eight spots.

The biggest decliner was IBM, off 17% to \$41.4 billion and No. 7 overall. Big Blue has reported 16 straight quarters of revenue declines. Revenue in the latest quarter was the company's lowest in 14 years. "People have trouble defining what IBM is today," says Reibstein, who says the one thing that might save IBM is its artificial intelligence technology platform Watson, which the company is doubling down on by featuring the technology in its ad campaigns.

Seven brands cracked the top 100 for the first time led by CVS at No. 47 with a value of \$11.7 billion. The average brand rose 6% in value compared to 2015. The cumulative brand value of the top 100 is \$1.8 trillion with the cut-off at \$6.7 billion for No. 100 Costco.

Special Report: The World's Most Valuable Brands



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Adapt to audience changes in real time. Embrace the chaos. TURN

Kurt Badenhausen

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Apple And Microsoft Head The World's Most Valuable Brands 2015

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Leadership changes are challenging. They can be even tougher when an iconic company founder is replaced. Nike and Starbucks both stumbled after Phil Knight and Howard Schultz stepped down from leading their respective companies. Steve Jobs was ousted from Apple in 1985 and the company entered a near death spiral in the early 1990s. But Jobs returned in 1996 to lead the company to unprecedented heights. In Apple's latest transition, the train keeps on rolling under CEO Tim Cook, who replaced Jobs in 2011. "The brand promise with Apple is so strong and they continue to deliver on that," says Kevin Lane Keller, a branding expert and professor at Dartmouth's Tuck School of Business.

The World's Most Valuable Brands 2015

1 of 28

#1 Apple

Brand value: \$145.3 billion

1 year change: 17%

The Apple brand is now worth \$145.3 billion by our count, up 17% over 2014. The brand ranks on top of Forbes' list of the World's Most Valuable Brands for a fifth straight time and is worth twice as much as any other brand on the planet. The company sold 74.8 million smartphones worldwide in the fourth quarter of 2014 with phone sales up 49%. It was the first quarter Apple sold more phones than Samsung since 2011 (Samsung regained its No. 1 position in the first quarter of 2015). Apple is making money hand over fist with an \$18 billion profit in the fourth quarter, up 33% from the prior year.

While Samsung spends nearly \$4 billion on advertising to sway consumers, Apple spent only one-third as much at \$1.2 billion last year. The company relies on its avid fan base more than Madison Avenue to promote its products.

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Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.


Microsoft ranks as the second most valuable brand worth \$69.3 billion, up 10%. After years of getting beaten up in the press and by users, the \$94-billion-in-sales company is suddenly *cool again* under CEO [Satya Nadella](#), just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured \$11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.



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Apple And Microsoft Head The World's Most Valuable Brands 2015

Continued from page 1

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Rounding out the top five are [Google](#) [GOOG](#) [+0.45%](#) (\$65.6 billion), [Coca-Cola](#) [KO](#) [+0.3%](#) (\$56 billion) and [IBM](#) [IBM](#) [+0.2%](#) (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm [Vodafone](#). The top 100 includes product brands like [Procter & Gamble](#) [PG](#) [+0.1%](#)-owned [Gillette](#) as well as brands marketed under their corporate name like IBM.

Forbes valued these brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

[Facebook](#) registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of \$36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: [Amazon.com](#) [AMZN](#) [+0.9%](#) (+32%) and Disney (+26%). [Adidas](#) (-14%) and [Danone](#) (-13%) had the biggest drops.

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Apple, Microsoft And Google Are World's Most Valuable Brands

[The World's Most Valuable Brands 2014](#)

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the [University of Pennsylvania’s Wharton School](#). “Either it allows the company to charge a premium price or it adds more volume or market share.”

When it comes to charging a premium price and moving product, no one does it better than Apple. There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth \$124.2 billion and almost twice as much as any other brand in Forbes’ annual study of the world’s most valuable brands. The value of the Apple brand is up 19% over last year. Apple’s strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple’s hit list are smartwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple’s operating profit margins to

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33%, and the company generated \$50 billion in free cash flow for the fiscal year ended in September.

Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, \$400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly [refer to the Surface tablets](#) as iPads and one player called them “[knockoff iPads](#).” Microsoft is still a bit player in tablets and phones. “There is a lot of catching up to do,” says Reibstein. “They are going to have to work to overcome the brand disadvantage they have in those areas.”

Google shoots up two spots to No. 3 among the top brands with a value of \$56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business. The Google brand generated \$16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at \$2.8 billion in 2013. “With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust,” says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like Anheuser-Busch InBev-owned Budweiser and brands that are marketed under their corporate name like IBM, which ranks fifth overall.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each



industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.

Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola's value rose 2% to \$56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth \$39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of \$23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

[Full List: The World's Most Valuable Brands](#)

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Apple Dominates List Of The World's Most Valuable Brands

[The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand.

"Design is how a product works, how it looks, how it feels. It's functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive," says Keller.

Full List: The World's Most Valuable Brands

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one

of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million "likes" on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

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Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

Full List: The World's Most Valuable Brands

Research: Courtney Retter

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Apple Tops List Of The World's Most Powerful Brands

[The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates](#)' baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on "invests in customers" and "addresses my unique needs."

“In an industry that transforms itself every year, Microsoft has been a leader for decades,” says Mann. Apple surprisingly only ranked 11th on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36th highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft.

“Consumers, especially Americans, trust, and find comfort in their food brands,” says Mann. The maker of Cheerios and Wheaties scored highly on attributes like “makes communities a better place” and “cares about the issues that matter to me.”

[In Pictures: The World's Most Powerful Brands](#)

[Full Coverage: The World's Most Powerful Brands](#)

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<http://www.forbes.com/sites/kurtbadenhausen/2012/10/02/apple-tops-list-of-the-worlds-most-powerful-brands/>

**Brian Caulfield**, Forbes Staff

Covering the intersection of new things and mass markets.

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Apple Blasts Past Google To Become World's Most Valuable Brand

[Apple](#) is now the most valuable brand in the world.

The value of the Cupertino, California-based company's brand grew 84% to \$153.3 billion, according to WPP, bumping search engine [Google](#) out of the top spot on the advertising and marketing company's list of most valuable brands after a four-year run.

The value of Apple's brand has grown 859% since 2006, according to WPP, thanks to the success of new products such as Apple's iPhone smartphones and iPad tablet computers.



Image via CrunchBase

Tech brands comprise one-third of the 100 most valuable brands on the sixth annual "BrandZ Top 100 Most Valuable Global Brands" study, released Monday.

Six of the top ten most valuable brands were technology or telecommunications companies, including Apple, Google, IBM, [Microsoft](#), AT&T, and China Mobile, according to WPP.

Google, number two on the list, saw the value of its brand fall 2% to 111.5 billion.

The value of [Amazon.com](#)'s brand rose 37% to place it 14th on the list, passing Walmart to become the most valuable retail brand.

Facebook made the list for the first time. WPP figures the social network's brand is worth \$19.1 billion.

This article is available online at:

<http://www.forbes.com/sites/briancaulfield/2011/05/09/apple-blasts-past-google-to-become-worlds-most-valuable-brand/>

EXHIBIT 2

The Harris Poll Names 2016 Brands of the Year

Technology Brands Experience Fast Jump in Brand Equity; Financial Institutions Continue Slow March Toward Brand Equity Improvement

Netflix, Toyota, Fidelity Investments, Apple, Subway, The Home Depot, Delta Airlines, Hilton Hotels and More Take Top Brand Honors

Nintendo 3DS/3DS XL and Zillow.com Show Significant Brand Equity Increases

NEW YORK, April 20, 2016 – The Harris Poll® today released its 28th annual EquiTrend Study, revealing the strongest brands in nearly 100 categories across the media, travel, financial, automotive, entertainment, retail, restaurants and household industries, based on consumer response.

Measuring brands' health over time, the EquiTrend Brand Equity Index is comprised of three factors -- Familiarity, Quality and Purchase Consideration -- that result in a brand equity rating for each brand. Brands ranking highest in equity receive the Harris Poll EquiTrend® "Brand of the Year" award for their respective categories. This year, more than 97,000 U.S. consumers assessed more than 3,800 brands across nearly 500 categories. The complete list of Harris Poll EquiTrend Brands of the Year can be found at: www.theharrispoll.com/business/2016-Brands-of-the-Year.html (<http://www.theharrispoll.com/business/2016-Brands-of-the-Year.html>). Additional information can be found at: www.theharrispoll.com/equitrend-information (<http://www.theharrispoll.com/equitrend-information>).

"Consumers form impressions of brands long before they ever use them, based on their perceptions and what they may know from trusted sources," said Joan Sinopoli, vice president of brand solutions at Nielsen, which owns The Harris Poll. "This high level equity is the gateway to eventual purchase; it also helps to protect brands from the consequences of an occasional misstep. The strength of a company's brand equity can have direct business and financial outcomes."

The Harris Poll EquiTrend Brand Equity Index has been academically vetted^[1] twice, showing that strong brand equity is associated with strong financial performance, even during a financial downturn, such as experienced in 2007-2010.

The Biggest Gainers: Technology Brands on a Fast Rise

According to the Harris Poll study, 13 Brands of the Year have increased their equity rating by more than six percent since 2014, a significant increase given the tendency for equity to resist rapid movement. Of the 13 equity risers, six are technology-related brands. Nintendo 3DS/3DS XL demonstrates the largest brand equity increase (+16%) over a three-year period. Other rapid equity movers include Samsung Galaxy Gear Watch, Netflix, YouTube, Sony Home Electronics and Zillow.com. Since last year, Nintendo 3DS/3DS XL (+8%) and Zillow (+6%) show the largest equity increases.

"It's no secret that technology has completely permeated our lives, and this is reflected by the range of technology brands experiencing unusually rapid increases in equity," said Sinopoli. "We watch, we wear, we listen, we play, and we connect, using multiple devices to do so. We're even shopping for real estate online. As U.S. consumers continue to conduct daily activities via technology, we can expect technology brands delivering on their brand promises to make equity gains."

Rapid Risers: Top 13 Brands of the Year with Largest Equity Increases

2014-2016

(Increases of 7 – 16 percent)

Brand	Category
1. Nintendo 3DS/3DS XL	Gaming Console

2. Moe's Southwest Grill	Fast Casual Mexican Restaurant
3. Samsung Galaxy Gear Smartwatch	Smartwatch
4. The Vanguard Group	Investment Management
5. Netflix	Video Streaming Subscription
6. Capital One	Super Regional Bank[2]
7. YouTube	Social Networking Site
8. Lexus Vehicles	Luxury Automotive
9. Sony Home Electronics	Home Electronics
10. Zillow.com	Online Home Search
11. KILZ	Paint
12. Dyson	Vacuum Cleaner
13. Macy's Department Store	Department Store

Source: The Harris Poll EquiTrend® Study

Consumers Invest in Top Brands At Home

According to the 2016 Harris Poll EquiTrend research, non-technology brands on the rapid equity risers list show consumers' willingness to invest in brands to improve their homes.

"It's a cautious recovery, but consumers are paying more attention to brands that help them invest in comfortable, well-maintained homes," said Sinopoli. "Dyson and Kilz have topped their respective categories for years, and they continue to deliver on the expectation of quality they have built over time."

Financial Institutions March Slowly Toward Improved Brand Equity

The Harris Poll study indicates that consumers' memories of the 2008 financial crisis may be receding; overall, financial institutions continue their slow march toward improved brand equity. However, brand equity for some financial service providers are increasing more quickly than others. The Vanguard Group, recognized by many consumers as a 401(k) provider, has increased its brand equity by 12 percent since 2014. Capital One increased its brand equity by 10 percent since 2014, likely helped by heavy promotion of its credit card business.

"Our research, across multiple brand studies, shows that when considering investment firms, those providing 401(k) services tend to have the strongest brand equity, likely because they are associated with a very well-defined consumer benefit, versus firms associated with the banking/mortgage crisis," said Sinopoli.

Methodology

The 2016 Harris Poll EquiTrend Study is based on a sample of 97,120 U.S. consumers ages 15 and over surveyed online, in English, between December 22, 2015 and February 1, 2016. The survey took an average of 30 minutes to complete. The total number of brands rated was 3,837. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex,

education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

The Brand Equity Index is the keystone to the EquiTrend program, providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About The Harris Poll

Over the last five decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. Nielsen acquired Harris Interactive, Inc. (which operates The Harris Poll) in 2014. [Contact \(mailto:ConsumerInsightsNAInfo@nielsen.com?subject=Information%20Request\)](mailto:ConsumerInsightsNAInfo@nielsen.com?subject=Information%20Request) us for more information.

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The 2016 Harris Poll EquiTrend Brands of the Year

Industry	Award Category	Brand
Automotive	Full Line Automotive	Toyota Vehicles
Automotive	Luxury Automotive	Lexus Vehicles
Automotive	Motorcycle	Harley-Davidson Motorcycles
Automotive	Auto Service Center	Discount Tire
Automotive	Car Audio	Bose In-Vehicle Audio
Automotive	Motor Oil	Pennzoil Motor Oil
Automotive	OEM Branded Infotainment	Chevy MyLink
Automotive	Online Auto Shopping	Kelley Blue Book (KBB.com)
Automotive	Tire	Michelin Tires
Entertainment/Recreation	Movie Theater	Regal Cinemas
Entertainment/Recreation	Sports League	NFL (National Football League)
Financial Services/Insurance	Discount Brokerage	Fidelity Investments Financial Services
Financial Services/Insurance	Investment	The Vanguard Group
Financial Services/Insurance	Mobile Payment	PayPal

Financial Services/Insurance	National Bank	CHASE Bank
Financial Services/Insurance	Payment Card	Visa
Financial Services/Insurance	Super Regional Bank	Capital One
Financial Services/Insurance	Tax Preparation	TurboTax
Financial Services/Insurance	Auto Insurance	AAA Auto Insurance
Financial Services/Insurance	Health Insurance	Blue Cross and Blue Shield
Financial Services/Insurance	Home Insurance	State Farm Home Insurance
Financial Services/Insurance	Life Insurance	State Farm Life Insurance
Household	Computer Manufacturer	Apple Computers
Household	Delivered Gifts	Edible Arrangements
Household	Digital Cameras	Canon Digital Cameras
Household	Gaming Console	Nintendo 3DS/3DS XL
Household	Home Electronics	Sony Home Electronics
Household	Media Streaming Device	Google Chromecast
Household	Mobile Operating System	Apple iOS
Household	Operating System	Apple OS X
Household	Printing & Imaging	HP Printing & Imaging
Household	Smartphones	Apple iPhone Series Smartphones
Household	Smartwatch	Samsung Galaxy Gear Smartwatch
Household	Tablet Computer	Apple iPad Series Tablets
Household	Wearable Fitness Tech	Fitbit Fitness Trackers
Household	Major Appliance	KitchenAid Appliances
Household	Power Tool	Craftsman Tools
Household	Single Serve Coffee Maker	Keurig Single Serve Coffee Maker
Household	Small Kitchen Appliance	KitchenAid Small Appliances
Household	Vacuum Cleaner	Dyson Vacuum
Household	Cookware	KitchenAid Cookware
Household	Greeting Card	Hallmark Greeting Cards

Household	Paint	KILZ
Household	Window Covering	Hunter Douglas Blinds & Shades
Household	Moving Truck	U-Haul Moving Truck Rental
Household	Online Home Search	Zillow.com
Household	Online Job Search	Indeed.com
Household	Package Delivery	UPS (United Parcel Service)
Household	Real Estate Agency	Real Living Real Estate
Household	Wireless Carrier	Verizon Mobile Network
Media	Health Information Website	WebMD
Media	News Service	Google News
Media	Social Networking Site	YouTube
Media	Internet Radio Service	Pandora Internet Radio
Media	Factual Entertainment TV	History Channel
Media	General Entertainment TV	AMC Television Network (American Movie Classics)
Media	Kids' TV	Discovery Family Channel
Media	Music TV	Great American Country (GAC)
Media	Pay Cable TV Network	HBO Television Network
Media	Sports TV	ESPN Television Network
Media	TV Network	ABC Television Network [TIED]
Media	TV Network	CBS Television Network [TIED]
Media	TV News	The Weather Channel
Media	TV Service Providers	Google Fiber
Media	Video Streaming Subscription	Netflix
Non-Profit	Animal Welfare Non-Profit	Best Friends Animal Society
Non-Profit	Disability Non-Profit	Special Olympics
Non-Profit	Disabled Veterans Association	Wounded Warrior Project
Non-Profit	Environmental Non-Profit	Wildlife Conservation Society

Non-Profit	Health Non-Profit	St. Jude Children's Research Hospital
Non-Profit	International Aid Non-Profit	Food For The Poor
Non-Profit	Social Services Non-Profit	Habitat for Humanity
Non-Profit	Youth Non-Profit	Girl Scouts of the USA
Restaurants	Burger Restaurant	In-N-Out Burger
Restaurants	Casual Dining Restaurant	IHOP (International House of Pancakes)
Restaurants	Chicken Restaurant	Chick-fil-A
Restaurants	Coffee & Quick Service Restaurant	Dunkin' Donuts Stores
Restaurants	Fast Casual Mexican Restaurant	Moe's Southwest Grill
Restaurants	Italian Dining Restaurant	Olive Garden Italian Restaurants
Restaurants	Pizza Chain	Pizza Hut
Restaurants	Sandwich Shop	Subway
Retail	Department Store	Macy's Department Store
Retail	Discount Shoes Store	DSW Shoes
Retail	Electronics Store	Best Buy Stores
Retail	Hardware & Home Store	The Home Depot
Retail	Luxury Department Store	Nordstrom Department Store
Retail	Off-Price Retailer	TJ Maxx Stores
Retail	Online Computer Retailer	Apple.com Online Electronics Retailer
Retail	Online Department Store	Kohls.com Online Department Store
Retail	Sporting Goods Store	Cabela's
Travel	Full Service Airline	Delta Air Lines
Travel	Value Airline	Southwest Airlines
Travel	Economy Hotel	Microtel Inn & Suites
Travel	Extended Stay Hotel	Homewood Suites by Hilton
Travel	Full Service Hotel	Hilton Hotels & Resorts
Travel	Luxury Hotel	W Hotels and Resorts
Travel	Mid-Market Hotel	Hampton Inn & Suites

Travel	Cruise Line	Disney Cruise Line
Travel	Online Travel Service	Expedia.com

[1] The Harris Poll EquiTrend methodology has been validated by academic business experts in the *Journal of Marketing Research* (1994) and *International Journal of Research on Marketing* (2012).

[2] A mid-sized bank that has a significant presence in a geographical region across multiple states.













































EXHIBIT 3

Best Global Brands 2016 Rankings

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01 +5% 178,119 \$m	02 +11% 133,252 \$m	03 -7% 73,102 \$m	04 +8% 72,795 \$m	05 +9% 53,580 \$m	06 -19% 52,500 \$m	07 +14% 51,808 \$m	08 +33% 50,338 \$m
09 +18% 43,490 \$m	10 +2% 43,130 \$m	11 +12% 41,535 \$m	12 -1% 39,381 \$m	13 +6% 38,790 \$m	14 +4% 36,952 \$m	15 +48% 32,593 \$m	16 +4% 30,948 \$m
17 -3% 26,552 \$m	18 +9% 25,034 \$m	19 +8% 23,998 \$m	20 +2% 22,681 \$m	21 -4% 22,106 \$m	22 +13% 21,293 \$m	23 +3% 20,265 \$m	24 -10% 19,950 \$m
25 -3% 18,358 \$m	26 +8% 17,834 \$m	27 +19% 16,766 \$m	28 +6% 16,134 \$m	29 +4% 15,333 \$m	30 +8% 15,099 \$m	31 +3% 14,227 \$m	32 -6% 13,136 \$m
33 +12% 12,962 \$m	34 +17% 12,833 \$m	35 +11% 12,547 \$m	36 +2% 12,517 \$m	37 +11% 12,033 \$m	38 +14% 11,799 \$m	39 -7% 11,711 \$m	40 -9% 11,436 \$m
41 +4% 11,336 \$m	42 -2% 11,081 \$m	43 +22% 11,066 \$m	44 NEW 11,027 \$m	45 +1% 10,930 \$m	46 +14% 10,579 \$m	47 -10% 10,458 \$m	48 NEW 10,386 \$m
49 +5% 10,276 \$m	50 +18% 9,537 \$m	51 +12% 9,528 \$m	52 +10% 9,415 \$m	53 +6% 9,385 \$m	54 -2% 9,378 \$m	55 +7% 9,197 \$m	56 +1% 8,708 \$m

57	58	59	60	61	62	63	64
							
-1% 8,413 \$m	+8% 8,315 \$m	+13% 8,199 \$m	+16% 7,885 \$m	+13% 7,747 \$m	-2% 7,738 \$m	+21% 7,586 \$m	+20% 7,490 \$m
65	66	67	68	69	70	71	72
							
+2% 7,200 \$m	+4% 6,830 \$m	+25% 6,691 \$m	-1% 6,365 \$m	+12% 6,326 \$m	+2% 6,223 \$m	-9% 5,944 \$m	+18% 5,835 \$m
73	74	75	76	77	78	79	80
							
+5% 5,790 \$m	-9% 5,761 \$m	+2% 5,742 \$m	+3% 5,736 \$m	+6% 5,708 \$m	+11% 5,696 \$m	+9% 5,579 \$m	+1% 5,527 \$m
81	82	83	84	85	86	87	88
							
-12% 5,504 \$m	-9% 5,425 \$m	-9% 5,362 \$m	-12% 5,290 \$m	+1% 5,193 \$m	-4% 5,148 \$m	+6% 5,123 \$m	+18% 4,986 \$m
89	90	91	92	93	94	95	96
							
NEW 4,909 \$m	+14% 4,839 \$m	-8% 4,815 \$m	-17% 4,599 \$m	+1% 4,509 \$m	-9% 4,320 \$m	-5% 4,317 \$m	-4% 4,252 \$m
97	98	99	100				
							
0% 4,118 \$m	-12% 4,092 \$m	-2% 4,045 \$m	NEW 4,011 \$m				

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Rankings



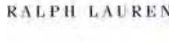










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01  +43% 170,276 \$m 	02  +12% 120,314 \$m	03  -4% 78,423 \$m	04  +11% 67,670 \$m
05  -10% 65,095 \$m	06  +16% 49,048 \$m	07  0% 45,297 \$m	08  -7% 42,267 \$m
09  -6% 39,809 \$m	10  +29% 37,948 \$m 	11  +9% 37,212 \$m	12  Mercedes-Benz +7% 36,711 \$m
13  +13% 36,514 \$m	14  +4% 35,415 \$m	15  -3% 29,854 \$m	16  +5% 27,283 \$m

17 Interbrand  +16% 23,070 \$m 21	18  -3% 23,056 \$m 22	19 HONDA +6% 22,975 \$m 23	20  LOUIS VUITTON -1% 22,250 \$m 24
 +5% 22,222 \$m	Gillette -3% 22,218 \$m	 +54% 22,029 \$m 	 +3% 19,622 \$m
25  -3% 18,922 \$m	26  +8% 18,768 \$m	27  +4% 16,541 \$m	28  +8% 15,267 \$m
29  +2% 14,723 \$m	30 ZARA +16% 14,031 \$m	31  +7% 13,943 \$m	32  -3% 13,940 \$m
33 J.P.Morgan +10% 13,749 \$m	34  -6% 12,637 \$m	35  -9% 12,545 \$m	36 NESCAFÉ +7% 12,257 \$m
37 HSBC  -11% 11,656 \$m	38  +6% 11,578 \$m	39  +8% 11,293 \$m	40 Canon -4% 11,278 \$m

41 Interbrand  +22% 10,944 \$m 	42 accenture +9% 10,800 \$m	43 L'ORÉAL +6% 10,798 \$m	44  +5% 10,328 \$m
45  +12% 9,784 \$m	46  +9% 9,526 \$m	47  -8% 9,400 \$m	48  +14% 9,254 \$m
49  +19% 9,082 \$m 	50 GUCCI -14% 8,882 \$m	51  +5% 8,632 \$m	52  +7% 8,588 \$m
53 SIEMENS -1% 8,553 \$m	54 Allianz  +10% 8,498 \$m	55  +3% 8,464 \$m	56  +12% 8,055 \$m
57 Cartier +6% 7,924 \$m	58  -5% 7,702 \$m	59  +17% 7,243 \$m 	60 Morgan Stanley +12% 7,083 \$m
61  +15% 6,870 \$m	62  -8% 6,811 \$m	63  -12% 6,583 \$m	64  +6% 6,509 \$m

65   +2% 6,436 \$m 66  +4% 6,222 \$m	66  +6% 6,606 \$m  +13% 6,097 \$m	67  +16% 6,266 \$m  -9% 6,033 \$m	68  +17% 6,257 \$m  -12% 5,976 \$m
73  +5% 5,873 \$m	74  +5% 5,666 \$m	75  -7% 5,639 \$m	76  +17% 5,551 \$m
77  +7% 5,533 \$m	78  -12% 5,530 \$m	79  +14% 5,460 \$m	80  +6% 5,391 \$m
81  -5% 5,365 \$m	82  New 5,362 \$m	83  +2% 5,208 \$m	84  +6% 5,161 \$m
85  +2% 5,133 \$m	86  +16% 5,130 \$m	87  +14% 5,109 \$m	88  +15% 4,952 \$m

89 Interbrand  +14% 93 3,822 \$m	90  -7% 94 3,763 \$m	91  -7% 95 3,629 \$m	  -6% 96 3,540 \$m
 +2% 93 4,456 \$m	 -4% 94 4,407 \$m	 -7% 95 4,330 \$m	 +3% 96 4,270 \$m
97  New 97 4,251 \$m	98  New 98 4,243 \$m	99  New 99 4,131 \$m	100  New 100 4,114 \$m

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Creating and Managing Brand Value™





































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Rankings

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01 +21% 118,863 \$m	02 +15% 107,439 \$m	03 +3% 81,563 \$m	04 -8% 72,244 \$m	05 +3% 61,154 \$m	06 -3% 45,480 \$m	07 +15% 45,462 \$m	08 +20% 42,392 \$m
09 +1% 42,254 \$m	10 +8% 34,338 \$m	11 +7% 34,214 \$m	12 -8% 34,153 \$m	13 +14% 32,223 \$m	14 +6% 30,936 \$m	15 +25% 29,478 \$m 	
16 +8% 25,980 \$m	17 -8% 23,758 \$m	18 -9% 22,845 \$m	19 -9% 22,552 \$m	20 +17% 21,673 \$m	21 +16% 21,083 \$m		
22	23	24	25	26	27	28	30

+16% 19,876 \$m 	+11% 19,510 \$m 	+7% 19,119 \$m 	+4% 17,340 \$m 	+15% 15,885 \$m 	+5% 14,470 \$m 	+9% 14,358 \$m 	+8% 14,078 \$m 
29	31		32		33	34	35
							
+86% 14,349 \$m 	+23% 13,716 \$m 		+4% 13,442 \$m 		+8% 13,142 \$m 	+3% 13,024 \$m 	+9% 12,456 \$m
40	41	42	43	44	45		46
							
+16% 10,409 \$m 	+2% 10,385 \$m 	+5% 10,264 \$m 	+3% 10,162 \$m 	+4% 9,882 \$m 	+18% 8,977 \$m 		+18% 8,977 \$m
47	48	49	50	51	52		53
							54
+3% 8,758 \$m 	+10% 8,737 \$m 	+2% 8,672 \$m 	+5% 8,215 \$m 	+3% 8,205 \$m 	+27% 9,831 \$m 		55
53	54	55	56		57	58	59
							
+14% 8,120 \$m 	+6% 8,000 \$m 	+15% 7,702 \$m 			-8% 7,472 \$m 	+8% 7,449 \$m 	-2% 7,378 \$m
60	61	62			63	64	65

<div></div> <div>PORSCHE</div> <div>+11% 7,171 \$m</div>	<div></div> <div>CATERPILLAR</div> <div>-4% 6,812 \$m</div>	<div></div> <div>xerox</div> <div>-2% 6,641 \$m</div>	<div></div> <div>VISA</div> <div>+23% 7,623 \$m</div>	<div></div> <div>TOP RISER</div> <div>+11% 6,334 \$m</div>	<div></div> <div>Morgan Stanley</div> <div>+8% 6,303 \$m</div>	<div></div> <div>Panasonic</div> <div>+14% 6,288 \$m</div>	
66	67	68	69	70	71	72	73
<div></div> <div>3M</div> <div>+14% 6,177 \$m</div>	<div></div> <div>DHL</div> <div>+7% 6,143 \$m</div>	<div></div> <div>KFC</div> <div>-2% 6,059 \$m</div>	<div></div> <div>VISA</div> <div>+10% 5,998 \$m</div>	<div></div> <div>PRADA</div> <div>+7% 5,977 \$m</div>	<div></div> <div>TIFFANY & CO.</div> <div>+9% 5,936 \$m</div>	<div></div> <div>Sprite</div> <div>-3% 5,646 \$m</div>	<div></div> <div>BURBERRY</div> <div>+8% 5,594 \$m</div>
74	75	76	77	78	79	80	81
<div></div> <div>KIA</div> <div>+15% 5,396 \$m</div>	<div></div> <div>Santander</div> <div>+16% 5,382 \$m</div>	<div></div> <div>Starbucks</div> <div>+22% 5,382 \$m</div>	<div></div> <div>Adobe</div> <div>+9% 5,333 \$m</div>	<div></div> <div>Johnson & Johnson</div> <div>+9% 5,194 \$m</div>	<div></div> <div>JOHN DEERE</div> <div>+5% 5,124 \$m</div>	<div></div> <div>MTV</div> <div>+2% 5,102 \$m</div>	<div></div> <div>DHL</div> <div>NEW 5,084 \$m</div>
82	83	84	85	86	87	88	89
<div></div> <div>CHEVROLET</div> <div>+10% 5,036 \$m</div>	<div></div> <div>RALPH LAUREN</div> <div>+9% 4,979 \$m</div>	<div></div> <div>DURACELL</div> <div>+6% 4,935 \$m</div>	<div></div> <div>JACK DANIEL'S</div> <div>+5% 4,884 \$m</div>	<div></div> <div>JOHANNA WALKER</div> <div>+2% 4,842 \$m</div>	<div></div> <div>HARLEY-DAVIDSON</div> <div>+13% 4,772 \$m</div>	<div></div> <div>MasterCard</div> <div>+13% 4,758 \$m</div>	<div></div> <div>Kleenex</div> <div>+5% 4,643 \$m</div>
90	91	92	93	94	95	96	97
<div></div> <div>SMIRNOFF</div> <div>+8% 4,609 \$m</div>	<div></div> <div>LAND ROVER</div> <div>NEW 4,473 \$m</div>	<div></div> <div>FedEx</div> <div>NEW 4,414 \$m</div>	<div></div> <div>Corona Extra</div> <div>+3% 4,387 \$m</div>	<div></div> <div>HUAWEI</div> <div>NEW 4,313 \$m</div>	<div></div> <div>Heineken</div> <div>-3% 4,221 \$m</div>	<div></div> <div>Pizza Hut</div> <div>-2% 4,196 \$m</div>	<div></div> <div>BOSS HUGO BOSS</div> <div>NEW 4,143 \$m</div>
98	99	100					
<div></div> <div>NOKIA</div> <div>-44% 4,138 \$m</div>	<div></div> <div>GAP</div> <div>+5% 4,122 \$m</div>	<div></div> <div>Nintendo</div> <div>-33% 4,103 \$m</div>					




Best Global Brands

Interbrand's Best Global Brands is the definitive list of the world's most valuable brands. Find out the world's top 100 brands and the leadership strategies here.

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The Top 100 List View




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2013 Rank	Brand	Brand Value (\$m)
1		98,316
2		93,291
3		79,213







4		78,808
5		59,546
6		46,947
7		41,992
8		39,610
9		37,257
10		35,346
11		31,904
12		31,839
13		29,053
14		28,147
15		25,843
16		25,105

17	LOUIS VUITTON	24,893
18	ORACLE	24,088
19	amazon	23,620
20	HONDA	18,490
21	H&M	18,168
22	pepsi	17,892
23	AMERICAN EXPRESS	17,646
24	NIKE	17,085
25	SAP	16,676
26	IKEA	13,818
27	ups	13,763
28	ebay	13,162
29		13,035








		
30	<i>Kellogg's</i>	12,987
31	<i>Budweiser</i>	12,614
32	HSBC 	12,183
33	J.P.Morgan	11,456
34		11,120
35	Canon	10,989
36	Z A R A	10,821
37		10,651
38	G U C C I	10,151
39	L'ORÉAL PARIS	9,874
40	PHILIPS	9,813
41		9,471

42		9,181
43		9,004
44		8,536
45		8,503
46		8,408
47		8,103
48		7,973
49		7,968
50		7,833
51		7,767
52		7,732
53		7,648
54		7,616

55		7,535
56		7,527
57		7,444
58		7,125
59		7,096
60		6,897
61		6,845
62		6,779
63		6,710
64		6,471
65		6,203
66		6,192
67		6,086

68	Panasonic	5,821
69		5,811
70		5,756
71	Morgan Stanley	5,724
72	PRADA	5,570
73		5,535
74	VISA	5,465
75	TIFFANY & CO.	5,440
76	3M	5,413
77	BURBERRY	5,189
78		4,980
79		4,899
80		4,865

81		4,777
82		4,745
83		4,708
84		4,660
85		4,645
86		4,642
87		4,610
88		4,584
89		4,578
90		4,428
91		4,399
92		4,331
93		4,276

94		4,269
95		4,262
96		4,230
97		4,206
98		4,013
99		3,943
100		3,920

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Interbrand's 2012 Best Global Brands report, including detailed sector analyses, is available in full on interbrand.com and bestglobalbrands.com. The Best Global Brands website also includes in-depth CMO interviews and interactive charts & graphs.

Interbrand's 2012 Best Global Brands

2012 RANK	2011 RANK	BRAND	SECTOR	2012 BRAND VALUE \$m	% CHANGE (Brand Value)
1	1	Coca-Cola	Beverages	77,839	8%
2	8	Apple	Technology	76,568	129%
3	2	IBM	Business Services	75,532	8%
4	4	Google	Technology	69,726	26%
5	3	Microsoft	Technology	57,853	-2%
6	5	GE	Diversified	43,682	2%
7	6	McDonald's	Restaurants	40,062	13%
8	7	Intel	Technology	39,385	12%
9	17	Samsung	Technology	32,893	40%
10	11	Toyota	Automotive	30,280	9%
11	12	Mercedes-Benz	Automotive	30,097	10%
12	15	BMW	Automotive	29,052	18%
13	9	Disney	Media	27,438	-5%
14	13	Cisco	Business Services	27,197	7%
15	10	HP	Technology	26,087	-8%
16	16	Gillette	FMCG	24,898	4%
17	18	Louis Vuitton	Luxury	23,577	2%
18	20	Oracle	Business Services	22,126	28%
19	14	Nokia	Electronics	21,009	-16%
20	26	Amazon	Internet Services	18,625	46%
21	19	Honda	Automotive	17,280	-11%
22	22	Pepsi	Beverages	16,594	14%
23	21	H&M	Apparel	16,571	1%
24	23	American Express	Financial Services	15,702	8%
25	24	SAP	Business Services	15,641	8%
26	25	Nike	Sporting Goods	15,126	4%
27	27	UPS	Transportation	13,088	4%
28	31	IKEA	Home Furnishings	12,808	8%
29	34	Kellogg's	FMCG	12,068	6%
30	33	Canon	Electronics	12,029	3%
31	29	Budweiser	Alcohol	11,872	-3%
32	28	J.P. Morgan	Financial Services	11,471	-8%
33	32	HSBC	Financial Services	11,378	-4%
34	N/A	Pampers	FMCG	11,296	NEW
35	30	Nescafé	Beverages	11,089	-8%
36	36	eBay	Internet Services	10,947	12%
37	44	Zara	Apparel	9,488	18%
38	39	Gucci	Luxury	9,446	8%
39	47	Volkswagen	Automotive	9,252	18%
40	35	Sony	Electronics	9,111	-8%
41	41	Philips	Electronics	9,066	5%
42	40	L'Oréal	FMCG	8,821	1%
43	45	Accenture	Business Services	8,745	9%
44	37	Thomson Reuters	Business Services	8,444	-11%
45	50	Ford	Automotive	7,958	6%

46	49	Heinz	FMCG	7,722	1%
47	51	Colgate	FMCG	7,643	7%
48	38	Goldman Sachs	Financial Services	7,599	-16%
49	43	Dell	Technology	7,591	-9%
50	42	Citi	Financial Services	7,570	-12%
51	46	Siemens	Diversified	7,534	-5%
52	52	Danone	FMCG	7,498	8%
53	61	Hyundai	Automotive	7,473	24%
54	54	Morgan Stanley	Financial Services	7,218	9%
55	59	Audi	Automotive	7,196	17%
56	48	Nintendo	Electronics	7,082	-8%
57	55	Nestlé	FMCG	6,916	5%
58	53	AXA	Financial Services	6,748	1%
59	57	Xerox	Technology	6,714	5%
60	60	adidas	Sporting Goods	6,699	9%
61	64	Caterpillar	Diversified	6,306	13%
62	67	Allianz	Financial Services	6,184	16%
63	66	Hermès	Luxury	6,182	15%
64	62	KFC	Restaurants	5,994	2%
65	69	Panasonic	Electronics	5,765	14%
66	63	Sprite	Beverages	5,709	2%
67	58	MTV	Media	5,648	-12%
68	70	Cartier	Luxury	5,495	15%
69	N/A	Facebook	Internet Services	5,421	NEW
70	73	Tiffany & Co.	Luxury	5,159	15%
71	65	Avon	FMCG	5,151	-4%
72	72	Porsche	Automotive	5,149	12%
73	90	Nissan	Automotive	4,969	30%
74	75	Visa	Financial Services	4,944	10%
75	74	Shell	Energy	4,788	7%
76	68	Santander	Financial Services	4,771	-6%
77	85	3M	Diversified	4,656	18%
78	80	Adobe	Technology	4,557	9%
79	83	Johnson & Johnson	FMCG	4,378	8%
80	71	Kleenex	FMCG	4,360	-7%
81	78	Jack Daniel's	Alcohol	4,352	1%
82	95	Burberry	Luxury	4,342	16%
83	88	Johnnie Walker	Alcohol	4,301	12%
84	N/A	Prada	Luxury	4,271	NEW
85	97	John Deere	Diversified	4,221	16%
86	81	Pizza Hut	Restaurants	4,193	2%
87	N/A	Kia	Automotive	4,089	NEW
88	96	Starbucks	Restaurants	4,062	11%
89	86	Corona	Alcohol	4,061	3%
90	89	Smirnoff	Alcohol	4,050	5%
91	N/A	Ralph Lauren	Apparel	4,038	NEW
92	91	Heineken	Alcohol	3,939	3%
93	56	BlackBerry	Electronics	3,922	-39%
94	N/A	MasterCard	Financial Services	3,896	NEW
95	82	Credit Suisse	Financial Services	3,866	-5%
96	100	Harley-Davidson	Automotive	3,857	10%
97	76	Yahoo!	Internet Services	3,851	-13%
98	77	Moët & Chandon	Alcohol	3,824	-13%
99	99	Ferrari	Automotive	3,770	5%
100	84	Gap	Apparel	3,731	-8%

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








PRESS & MEDIA































Karen Burke
Global Chief






























2011 Ranking of the Top 100 Brands

Print

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	71,861	2%
+	2	2		United States	Business Services	69,905	8%
+	3	3		United States	Computer Software	59,087	-3%
+	4	4		United States	Internet Services	55,317	27%
+	5	5		United States	Diversified	42,808	0%
+	6	6		United States	Restaurants	35,593	6%
+	7	7		United States	Electronics	35,217	10%
+	8	17		United States	Electronics	33,492	58%
+	9	9		United States	Media	29,018	1%
+	10	10		United States	Electronics	28,479	6%
+	11	11		Japan	Automotive	27,764	6%
+	12	12		Germany	Automotive	27,445	9%
+	13	14		United States	Business Services	25,309	9%
+	14	8		Finland	Electronics	25,071	-15%
+	15	15		Germany	Automotive	24,554	10%
+	16	13		United States	FMCG	23,997	3%
+	17	19		South Korea	Electronics	23,430	20%
+	18	16		France	Luxury	23,172	6%
+	19	20		Japan	Automotive	19,431	5%
+	20	22		United States	Business Services	17,262	16%
+	21	21		Sweden	Apparel	16,459	2%
+	22	23		United States	Beverages	14,590	4%
+	23	24		United States	Financial Services	14,572	5%
+	24	26		Germany	Business Services	14,542	14%
+	25	25		United States	Sporting Goods	14,528	6%
+	26	36		United States	Internet Services	12,758	32%

<p>Communications Officer + 1 212 798-7646</p> <p>Lindsay Beltzer Global Public Relations Associate + 1 212 798-7786</p> <p>BGB BADGE</p> <p>Are you a Best Global Brand? Contact Jessica McHie for the BGB badge and guidelines for usage.</p> <div><p>TOP 100 BEST GLOBAL BRAND 2011</p><p>Interbrand</p></div>	+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	+	27	31		United States	Transportation	12,536	6%
	+	28	29		United States	Financial Services	12,437	1%
	+	29	30		United States	Alcohol	12,252	0%
	+	30	27		Switzerland	Beverages	12,115	-5%
	+	31	28		Sweden	Home Furnishings	11,863	-5%
	+	32	32		United Kingdom	Financial Services	11,792	2%
	+	33	33		Japan	Electronics	11,715	2%
	+	34	35		United States	FMCG	11,372	3%
	+	35	34		Japan	Electronics	9,880	-13%
<p>BEST GLOBAL GREEN BRANDS</p> <p>Which brands lead when it comes to the environment. Find out in our Best Global Green Brands report.</p> <div><p>BEST GLOBAL GREEN BRANDS</p><p>Interbrand</p></div>	+	36	43		United States	Internet Services	9,805	16%
	+	37	39		Canada	Media	9,515	6%
	+	38	37		United States	Financial Services	9,091	-3%
	+	39	44		Italy	Luxury	8,763	5%
	+	40	45		France	FMCG	8,699	9%
	+	41	42		Netherlands	Electronics	8,658	0%
	+	42	40		United States	Financial Services	8,620	-3%
	+	43	41		United States	Electronics	8,347	-6%
	+	44	48		Spain	Apparel	8,065	8%
	+	45	47		United States	Business Services	8,005	7%
	+	46	49		Germany	Diversified	7,900	8%
	+	47	53		Germany	Automotive	7,857	14%
	+	48	38		Japan	Electronics	7,731	-14%
	+	49	46		United States	FMCG	7,609	1%
	+	50	50		United States	Automotive	7,483	4%
	+	51	51		United States	FMCG	7,127	3%
	+	52	58		France	FMCG	6,936	9%
	+	53	56		France	Financial Services	6,694	0%
	+	54	52		United States	Financial Services	6,634	-4%
	+	55	57		Switzerland	FMCG	6,613	1%
	+	56	54		Canada	Electronics	6,424	-5%

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value	ABOUT US Interbrand Interbrand Companies InterbrandHealth Interbrand Design Forum BrandWizard Interbrand Foundation OUR WORK By Client By Discipline Analytics Brand Strategy Brand Valuation Corporate Design Digital Strategy Digital Brand Management Health Internal Brand Engagement Naming Packaging Design Retail Verbal Identity KNOWLEDGE Branding Studies Papers & Articles Blog Books Brandchannel IQ BEST GLOBAL BRANDS 2011 Report 2010 Report Previous Years Methodology Best Global Green Brands NEWS ROOM Press Releases In the News Awards & Recognition OFFICES Our Local Offices Contact Form
+	57	59		United States	Electronics	6,414	5%	
+	58	55		United States	Media	6,383	-5%	
+	59	63		Germany	Automotive	6,171	13%	
+	60	62		Germany	Sporting Goods	6,154	12%	
+	61	65		South Korea	Automotive	6,005	19%	
+	62	60		United States	Restaurants	5,902	1%	
+	63	61		United States	Beverages	5,604	-3%	
+	64	70		United States	Diversified	5,598	19%	
+	65	64		United States	FMCG	5,376	6%	
+	66	69		France	Luxury	5,356	12%	
+	67	67		Germany	Financial Services	5,345	9%	
+	68	68		Spain	Financial Services	5,088	5%	
+	69	73		Japan	Electronics	5,047	16%	
+	70	77		France	Luxury	4,781	18%	
+	71	71		United States	FMCG	4,672	3%	
+	72	72		Germany	Automotive	4,580	4%	
+	73	76		United States	Luxury	4,498	9%	
+	74	81		Netherlands	Energy	4,483	12%	
+	75	82		United States	Financial Services	4,478	12%	
+	76	66		United States	Internet Services	4,413	-11%	
+	77	79		France	Alcohol	4,383	9%	
+	78	78		United States	Alcohol	4,319	7%	
+	79	74		United Kingdom	Financial Services	4,259	1%	
+	80	88		United States	Computer Software	4,170	15%	
+	81	83		United States	Restaurants	4,092	3%	
+	82	80		Switzerland	Financial Services	4,090	2%	
+	83	75		United States	FMCG	4,072	-2%	
+	84	84		United States	Apparel	4,040	2%	
+	85	90		United States	Diversified	3,945	10%	
+	86	85		Mexico	Alcohol	3,924	2%	

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	87	87		Germany	FMCG	3,883	4%
	88	92		United Kingdom	Alcohol	3,842	8%
	89	89		United Kingdom	Alcohol	3,841	6%
	90	NEW		Japan	Automotive	3,819	N/A
	91	93		Netherlands	Alcohol	3,809	8%
	92	86		Switzerland	Financial Services	3,799	0%
	93	95		Italy	Luxury	3,794	10%
	94	94		Switzerland	Financial Services	3,769	8%
	95	100		United Kingdom	Luxury	3,732	20%
	96	97		United States	Restaurants	3,663	10%
	97	NEW		United States	Diversified	3,651	N/A
	98	NEW		Taiwan	Electronics	3,605	N/A
	99	91		Italy	Automotive	3,591	1%
	100	98		United States	Automotive	3,512	7%

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BEST GLOBAL BRANDS

2010 RANKINGS

Print

	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	70,452	2%
+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%
+	6	6		United States	Restaurants	33,578	4%
+	7	9		United States	Electronics	32,015	4%
+	8	5		Finland	Electronics	29,495	-15%
+	9	10		United States	Media	28,731	1%
+	10	11		United States	Electronics	26,867	12%
+	11	8		Japan	Automotive	26,192	-16%
+	12	12		Germany	Automotive	25,179	6%
+	13	13		United States	FMCG	23,298	2%
+	14	14		United States	Business Services	23,219	5%
+	15	15		Germany	Automotive	22,322	3%
+	16	16		France	Luxury	21,860	4%
+	17	20		United States	Electronics	21,143	37%
+	18	17		United States	Tobacco	19,961	5%
+	19	19		South Korea	Electronics	19,491	11%
+	20	18		Japan	Automotive	18,506	4%
+	21	21		Sweden	Apparel	16,136	5%
+	22	24		United States	Business Services	14,881	9%
+	23	23		United States	Beverages	14,061	3%

PREVIOUS YEARS

2010 ranking
2009 ranking
2008 ranking
2007 ranking
2006 ranking
2005 ranking
2004 ranking
2003 ranking
2002 ranking
2001 ranking

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CHARTS & GRAPHS

24 22

TOP RISERS & FALLERS

See which brands experienced the biggest change in brand value in 2010.

26 27

INDUSTRY INSIGHTS

Find out which sectors performed best from 2009 to 2010.

30 31

32 29

33 28

34 29

35 34

36 43

37 38

38 39

39 40

40 36

41 35

42 42

43 46

44 41

45 44

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50 49

51 52

52 57

53 55



United States Financial Services 13,944 -7%



United States Sporting Goods 13,706 4%



Germany Business Services 12,756 5%



Switzerland Beverages 12,753 -4%



Sweden Home Furnishings 12,487 4%



United States Financial Services 12,314 29%



United States Alcohol 12,252 4%



United States Transportation 11,826 2%



United Kingdom Financial Services 11,561 10%



Japan Electronics 11,485 10%



Japan Electronics 11,356 -5%



United States FMCG 11,041 6%



United States Internet Services 9,665 23%



United States Financial Services 9,372 1%



Japan Electronics 8,990 -2%



Canada Media 8,976 6%



United States Financial Services 8,887 -13%



United States Electronics 8,880 14%



Netherlands Electronics 8,696 7%



United States Internet Services 8,453 15%



Italy Luxury 8,346 2%



France FMCG 7,981 3%



United States FMCG 7,534 4%



United States Business Services 7,481 -3%



Spain Apparel 7,468 10%



Germany Diversified 7,315 0%



United States Automotive 7,195 3%


















































United States FMCG 6,919 6%



United States Financial Services 6,911 8%

Germany Automotive 6,892 6%

+	54	63		Canada	Electronics	6,762	32%
+	55	54		United States	Media	6,719	3%
+	56	53		France	Financial Services	6,694	3%
+	57	58		Switzerland	FMCG	6,548	4%
+	58	60		France	FMCG	6,363	7%
+	59	56		United States	Electronics	6,109	-5%
+	60	61		United States	Restaurants	5,844	2%
+	61	N/A		United States	Beverages	5,777	0%
+	62	62		Germany	Sporting Goods	5,495	2%
+	63	65		Germany	Automotive	5,461	9%
+	64	67		United States	FMCG	5,072	3%
+	65	69		South Korea	Automotive	5,033	9%
+	66	64		United States	Internet Services	4,958	-3%
+	67	81		Germany	Financial Services	4,904	28%
+	68	N/A		Spain	Financial Services	4,846	0%
+	69	70		France	Luxury	4,782	4%
+	70	66		United States	Diversified	4,704	-6%
+	71	71		United States	FMCG	4,536	3%
+	72	74		Germany	Automotive	4,404	4%
+	73	75		Japan	Electronics	4,351	3%
+	74	N/A		United Kingdom	Financial Services	4,218	0%
+	75	80		United States	FMCG	4,155	8%
+	76	76		United States	Luxury	4,127	3%
+	77	77		France	Luxury	4,052	2%
+	78	N/A		United States	Alcohol	4,036	0%
+	79	82		France	Alcohol	4,021	7%
+	80	N/A		Switzerland	Financial Services	4,010	0%
+	81	92		Netherlands	Energy	4,003	24%
+	82	94		United States	Financial Services	3,998	26%

+	83	79		United States	Restaurants	3,973	2%
+	84	78		United States	Apparel	3,961	1%
+	85	N/A		Mexico	Alcohol	3,847	0%
+	86	72		Switzerland	Financial Services	3,812	13%
+	87	86		Germany	FMCG	3,734	5%
+	88	95		United States	Computer Software	3,626	15%
+	89	84		United Kingdom	Alcohol	3,624	-2%
+	90	N/A		United States	Diversified	3,586	0%
+	91	88		Italy	Automotive	3,562	1%
+	92	N/A		United Kingdom	Alcohol	3,557	0%
+	93	N/A		Netherlands	Alcohol	3,516	0%
+	94	N/A		Switzerland	Financial Services	3,496	0%
+	95	89		Italy	Luxury	3,443	4%
+	96	91		France	FMCG	3,403	5%
+	97	90		United States	Restaurants	3,339	2%
+	98	73		United States	Automotive	3,281	-24%
+	99	100		United States	FMCG	3,241	5%
+	100	98		United Kingdom	Luxury	3,110	0%

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BEST GLOBAL BRANDS

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BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
1	 Google	Technology	229,198	4	32%	1
2	 Apple	Technology	228,460	4	-8%	-1
3	 Microsoft	Technology	121,824	3	5%	0
4	 AT&T	Telecom Providers	107,387	3	20%	2
5	 facebook	Technology	102,551	4	44%	7
6	 VISA	Payments	100,800	4	10%	-1
7	 amazon	Retail	98,988	3	59%	7
8	 verizon	Telecom Providers	93,220	3	8%	-1
9	 McDonald's	Fast Food	88,654	4	9%	0
10	 Tencent 腾讯	Technology	86,206	4	-8%	-6
11	 L'OREAL PARIS	Technology	84,945	4	11%	0
12	 Marlboro	Tobacco	84,143	3	5%	-2
13	 Coca-Cola	Soft Drinks	80,314	5	-4%	-5
14	 中国移动 China Mobile	Regional Banks	58,540	3	-1%	2
15	 UPS	Telecom Providers	55,923	4	-7%	0
16	 阿里巴巴集团 Alibaba Group	Conglomerate	54,093	2	-9%	1
17	 Disney	Logistics	49,816	4	-4%	1
18	 MasterCard	Retail	49,298	2	-26%	-5
19	 Starbucks	Entertainment	49,229	4	15%	0
20	 SAP	Payments	46,141	4	15%	0
21	 T-Mobile	Fast Food	43,565	4	49%	8
22	 Nike	Technology	39,023	3	2%	2
23	 Vodafone	Telecom Providers	37,733	3	12%	4
24	 Vodafone	Apparel	37,472	4	26%	4
25	 Vodafone	Telecom Providers	36,750	3	-4%	-2

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest


























BrandZ™ Top 100 Most Valuable Global Brands 2016

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	 ICBC 中国工商银行	Retail	36,440	2	32%	5
27	 Toyota	Regional Banks	33,637	2	-13%	-5
28	 Baidu 百度	Cars	29,501	3	2%	2
29	 LV	Technology	29,030	4	-27%	-8
30	 Budweiser	Luxury	28,508	4	4%	2
31	 Walmart	Beer	27,925	4	5%	2
32	 BMW	Retail	27,275	2	-23%	-6
33	 Pampers	Cars	26,837	4	2%	1
34	 ZARA	Payments	26,641	4	-30%	-9
35	 L'OREAL PARIS	Apparel	25,221	3	14%	7
36	 L'OREAL PARIS	Personal Care	23,524	4	1%	2
37	 accenture	Baby Care	22,911	5	-4%	0
38	 Mercedes-Benz	Technology	22,813	3	13%	13
39	 movistar	Cars	22,708	4	4%	4
40	 SUBWAY	Telecom Providers	21,945	3	3%	6
41	 HSBC	Fast Food	21,567	4	-4%	-1
42	 Hermès	Technology	21,387	2	-7%	-3
43	 SAMSUNG	Global Banks	20,276	2	-16%	-8
44	 NTT	Luxury	19,821	5	5%	11
45	 中国建设银行 China Construction Bank	Regional Banks	19,635	4	-18%	-9
46	 ORACLE	Regional Banks	19,617	2	-11%	-5
47	 ORACLE	Telecom Providers	19,552	2	N/A	N/A
48	 ORACLE	Technology	19,490	4	-10%	-3
49	 ORACLE	Technology	19,489	1	-10%	-5
50	 ORACLE	Technology	18,652	3	22%	20

The Brand Value of Coca-Cola includes Light, Diet, and Zero.
The Brand Value of Coca-Cola includes Light, Diet, and Zero.
NTT is now valued as a telecom provider and its brand value is restated this year


























BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
51	 Intel	Technology	18,632	2	1%	5
52	 BT	Telecom Providers	18,575	3	3%	6
53	 Orange	Telecom Providers	18,465	3	6%	8
54	 Colgate	Personal Care	18,319	4	2%	3
55	 IKEA	Retail	18,082	3	6%	9
56	 Citi	Global Banks	17,055	2	-2%	4
57	 中国平安 PING AN	Insurance	16,910	2	6%	11
58	 ExxonMobil	Oil & Gas	16,838	1	-18%	-9
59	 中国人寿 CHINA LIFE	Insurance	16,712	2	-4%	3
60	 ID	Regional Banks	16,543	3	-20%	-13
61	 Gillette	Personal Care	16,400	4	-17%	-9
62	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	16,331	2	-19%	-12
63	 FedEx®	Logistics	16,236	4	-17%	-10
64	 Commonwealth Bank	Regional Banks	16,227	3	-21%	-16
65	 PayPal	Payments	15,910	4	35%	23
66	 Shell	Oil & Gas	14,940	1	-21%	-12
67	 Cisco	Technology	14,508	2	-10%	0
68	 COSTCO WHOLESALE	Retail	14,461	2	29%	29
69	 HDFC BANK	Regional Banks	14,440	3	3%	5
70	 US bank	Regional Banks	14,098	2	-5%	2
71	 中国银行 BANK OF CHINA	Regional Banks	13,803	2	-16%	-6
72	 DHL	Oil & Gas	13,206	1	-24%	-9
73	 DHL	Logistics	13,199	4	-19%	-7
74	 HONDA	Cars	13,195	3	-1%	4
75	 Ford	Cars	13,084	3	0%	5

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BrandZ™ Top 100 Most Valuable Global Brands 2016


























BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
76	 Louis Vuitton	Retail	13,001	2	21%	NEW
77	 ANZ	Regional Banks	12,883	3	-27%	-18
78	 Telstra	Telecom Providers	12,825	3	1%	4
79	 H&M	Apparel	12,665	2	-8%	-4
80	 GUCCI	Luxury	12,592	5	-9%	-4
81	 SIEMENS	Conglomerate	12,485	2	-19%	-12
82	 KFC	Fast Food	12,386	3	-2%	1
83	 Qatar Airways	Oil & Gas	12,341	1	-18%	-12
84	 CHASE	Regional Banks	12,330	3	6%	5
85	 LinkedIn	Technology	12,314	4	1%	0
86	 Pepsi	Soft Drinks	12,188	4	-7%	-7
87	 Walmart	Retail	12,077	2	4%	3
88	 CVS/pharmacy	Retail	12,074	3	17%	NEW
89	 J.P. Morgan	Global Banks	11,943	2	-12%	-12
90	 Red Bull	Soft Drinks	11,667	3	3%	4
91	 eBay	Retail	11,509	2	-19%	-18
92	 Porsche	Cars	11,479	2	1%	1
93	 Vodafone	Alcohol	11,465	4		NEW
94	 SoftBank	Telecom Providers	11,343	2	2%	4
95	 Bank of America	Regional Banks	11,289	2	0%	0
96	 BP	Oil & Gas	10,552	1	-18%	-15
97	 Heineken	Beer	10,549	4	9%	NEW
98	 中国人寿 THE LIFE INSURANCE COMPANY OF CHINA	Insurance	10,545	2	10%	NEW
99	 京东 JD.COM	Retail	10,496	2	37%	NEW
100	 Adobe	Technology	10,440	2	41%	NEW

The Brand Value of Pepsi includes Diet.
The Brand Value of Red Bull includes sugar-free and Cola













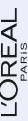












THE GLOBAL TOP 100

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

Rank	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,992	4	67%	1
2	 Google	Technology	173,652	4	9%	-1
3	 Microsoft	Technology	115,500	4	28%	1
4	 IBM	Technology	93,987	4	-13%	-1
5	 VISA	Payments	91,962	4	16%	2
6	 at&t	Telecom Providers	89,492	3	15%	2
7	 verizon	Telecom Providers	86,009	3	36%	4
8	 Coca-Cola	Soft Drinks	83,841	5	4%	-2
9	 McDonald's	Fast Food	81,162	4	-5%	-4
10	 Marlboro	Tobacco	80,352	3	19%	-1
11	 Tencent 腾讯	Technology	76,572	5	43%	3
12	 facebook	Technology	71,121	4	99%	9
13	 Alibaba Group 阿里巴巴集团	Retail	66,375	2	NEW ENTRY	
14	 amazon.com	Retail	62,292	4	-3%	-4
15	 中国移动 China Mobile	Telecom Providers	59,895	4	20%	0
16	 Vodafone	Regional Banks	59,310	3	9%	-3
17	 GE	Conglomerate	59,272	2	5%	-5
18	 UPS	Logistics	51,798	5	9%	-2
19	 Disney	Entertainment	42,962	5	24%	4
20	 MasterCard	Payments	40,188	4	2%	-2
21	 百度 Baidu	Technology	40,041	5	35%	4
22	 中国工商银行 Industrial Bank of China	Regional Banks	38,808	2	-8%	-5
23	 Vodafone	Telecom Providers	38,461	3	6%	-3
24	 SAP	Technology	38,225	3	5%	-5
25	 HSBC	Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

Rank	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	35,245	2	0%	-4
27	 T-Mobile	Telecom Providers	33,834	3	18%	0
28	 Nike	Apparel	29,717	4	21%	6
29	 Starbucks	Fast Food	29,313	4	14%	2
30	 TOYOTA	Cars	28,913	4	-2%	-4
31	 L'ORÉAL PARIS	Retail	27,705	2	25%	9
32	 LV	Luxury	27,445	5	6%	-2
33	 Budweiser	Beer	26,657	4	9%	2
34	 BMW	Cars	26,349	4	2%	-2
35	 HSBC	Global Banks	24,029	3	-11%	-7
36	 RUC	Regional Banks	23,989	4	6%	2
37	 Pampers	Baby Care	23,757	5	5%	2
38	 L'ORÉAL PARIS	Personal Care	23,376	4	0%	-2
39	 hp	Technology	23,039	3	18%	10
40	 SUBWAY	Fast Food	22,561	4	7%	3
41	 中国建设银行 China Construction Bank	Regional Banks	22,065	2	-12%	-8
42	 ZARA	Apparel	22,036	3	-5%	-5
43	 Mercedes-Benz	Cars	21,786	4	1%	-1
44	 ORACLE	Technology	21,680	2	4%	1
45	 SAMSUNG	Technology	21,602	4	-17%	-16
46	 movistar	Telecom Providers	21,215	3	2%	0
47	 TD	Regional Banks	20,638	4	3%	0
48	 Commonwealth Bank	Regional Banks	20,599	3	-2%	-4
49	 ExxonMobil	Oil & Gas	20,412	1	3%	-1
50	 中国农业银行 Agricultural Bank of China	Regional Banks	20,189	1	11%	4

Coca-Cola includes Lights, Diet and Zero
Budweiser includes Bud Light

THE GLOBAL TOP 100


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
51	 accenture	Technology	20,183	3	11%	4
52	 Gillette	Personal Care	19,737	5	4%	0
53	 FedEx	Logistics	19,566	5	15%	5
54	 Shell	Oil & Gas	18,943	1	0%	-1
55	 HERMÈS	Luxury	18,938	5	-13%	-14
56	 Intel	Technology	18,385	2	58%	30
57	 Colgate	Personal Care	17,977	4	2%	-1
58	 BT	Telecom Providers	17,953	3	17%	6
59	 ANZ	Regional Banks	17,702	4	-7%	-8
60	 citi	Global Banks	17,486	2	1%	-3
61	 Orange	Telecom Providers	17,384	3	12%	1
62	 中国人寿 China Life	Insurance	17,365	3	44%	19
63	 IKEA	Oil & Gas	17,267	1	21%	4
64	 中国平安 PING AN	Retail	17,025	3	-12%	-14
65	 中國銀行 BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	 DHL	Logistics	16,301	4	19%	7
67	 CISCO	Technology	16,060	2	17%	5
68	 中国平安 PING AN	Insurance	15,959	3	29%	9
69	 SIEMENS	Technology	15,496	3	-8%	-10
70	 HUAWEI	Technology	15,335	3	NEW ENTRY	
71	 usbank	Oil & Gas	15,022	1	21%	5
72	 ebay	Regional Banks	14,786	3	-1%	-7
73	 hdfc bank	Retail	14,171	3	-9%	-12
74	 HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75	 H&M	Apparel	13,827	2	-11%	-12

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest


























60 BrandZ™ Top 100 Most Valuable Global Brands 2015

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 G U C C I	Luxury	13,800	5	-14%	-16
77	 J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83	 Westpac	Fast Food	12,649	4	6%	0
84	 Westpac	Regional Banks	12,420	4	6%	1
85	 LinkedIn	Technology	12,200	5	-2%	-7
86	 Samsung	Global Banks	12,181	3	10%	5
87	 Woolworths	Retail	11,818	4	-1%	-5
88	 PayPal	Payments	11,806	4	20%	9
89	 CHASE	Regional Banks	11,661	3	0%	-2
90	 ALIBI	Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92	 Twitter	Technology	11,447	4	-17%	-21
93	 AESOP	Cars	11,411	3	3%	-3
94	 Red Bull	Soft Drinks	11,375	4	5%	-2
95	 Bank of America	Regional Banks	11,335	2	12%	-1
96	 docomo	Telecom Providers	11,223	3	12%	-1
97	 COSTCO WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	 SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11











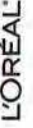














Pepsi includes Diet
Red Bull includes sugar-free and Cola

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	 Google	Technology	158,843	3	40%	1
2	 Apple	Technology	147,880	4	-20%	-1
3	 IBM	Technology	107,541	4	-4%	0
4	 Microsoft	Technology	90,185	4	29%	3
5	 McDonald's	Fast Food	85,706	4	-5%	-1
6	 Coca-Cola	Soft Drinks	80,683	4	3%	-1
7	 Visa	Credit Card	79,197	4	41%	2
8	 AT&T	Telecoms	77,883	3	3%	-2
9	 L'Oréal	Tobacco	67,341	3	-3%	-1
10	 Amazon.com	Retail	64,255	3	41%	4
11	 Verizon	Telecoms	63,460	3	20%	1
12	 3M	Conglomerate	56,685	2	2%	-1
13	 China Mobile	Regional Banks	54,262	3	14%	0
14	 Tencent	Technology	53,615	4	97%	7
15	 China Telecom	Telecoms	49,899	3	-10%	-5
16	 Bank of China	Logistics	47,738	4	12%	-1
17	 ICBC	Regional Banks	42,101	2	2%	-1
18	 MasterCard	Credit Card	39,497	3	42%	2
19	 SAP	Technology	36,390	2	6%	0
20	 Vodafone	Telecoms	36,277	3	-9%	-3
21	 Facebook	Technology	35,740	4	68%	10
22	 Walmart	Retail	35,325	2	-2%	-4
23	 Disney	Entertainment	34,538	4	44%	3
24	 Intel	Credit Card	34,430	4	46%	4
25	 Baidu	Technology	29,768	4	46%	8

Source: Valuations include data from BrandZ™, Kantar Global and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	 Toyota	Cars	29,598	3	21%	-3
27	 T-Mobile	Telecoms	28,756	2	20%	0
28	 HSBC	Global Banks	27,051	3	13%	-3
29	 Samsung	Technology	25,892	3	21%	1
30	 Louis Vuitton	Luxury	25,873	4	14%	-1
31	 Starbucks	Fast Food	25,779	3	44%	13
32	 BMW	Cars	25,730	4	7%	-8
33	 China Construction Bank	Regional Banks	25,008	2	-7%	-11
34	 Nike	Apparel	24,579	4	55%	22
35	 Pepsi	Beer	24,414	4	20%	-1
36	 L'Oréal	Personal Care	23,356	4	30%	6
37	 ZARA	Apparel	23,140	3	15%	-2
38	 Bank of America	Regional Banks	22,620	4	13%	0
39	 Pampers	Baby Care	22,598	5	10%	-7
40	 Huggies	Retail	22,165	2	20%	1
41	 Herbol	Luxury	21,844	5	14%	-1
42	 Mercedes-Benz	Cars	21,535	4	20%	1
43	 Subway	Fast Food	21,020	4	26%	8
44	 Commerzbank	Regional Banks	21,001	3	18%	4
45	 Oracle	Technology	20,913	2	4%	-9
46	 Movistar	Telecoms	20,809	2	56%	20
47	 ID	Regional Banks	19,950	3	12%	-1
48	 ExxonMobil	Oil & Gas	19,745	1	3%	-9
49	 Lip	Technology	19,469	2	19%	5
50	 IKEA	Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Lights, Diet and Zero. The Brand Value of Budweiser includes Bud Light.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51	AFL	Regional Banks	19,072	3	15%	1
52	Gillette	Personal Care	19,025	4	7%	-7
53	Shell	Oil & Gas	19,005	1	8%	-4
54	中国农业银行	Regional Banks	18,235	2	-9%	-17
55	accenture	Technology	18,105	3	10%	-2
56	Colgate	Personal Care	17,668	4	2%	-6
57	citi	Global Banks	17,341	2	30%	7
58	FedEx	Logistics	17,002	4	24%	4
59	SIEMENS	Technology	16,800	2	36%	13
60	GUCCI	Luxury	16,131	5	27%	8
61	ebay	Retail	15,587	2	-12%	-14
62	intel	Telecoms	15,580	3	13%	-2
63	H&M	Apparel	15,557	2	22%	6
64	BT	Telecoms	15,367	2	61%	30
65	usbank	Regional Banks	14,926	3	9%	-2
66	TESCO	Retail	14,842	4	-9%	-11
67	BP	Oil & Gas	14,269	1	9%	0
68	中國銀行	Regional Banks	14,177	2	0%	-10
69	YAHOO!	Technology	14,174	3	44%	23
70	Santander	Cars	14,085	3	14%	1
71	Twitter	Technology	13,837	4	New	New
72	CISCO	Technology	13,710	2	16%	5
73	DHL	Logistics	13,687	4	53%	25
74	Santander	Oil & Gas	12,871	1	12%	4
75	SHERBANK	Regional Banks	12,637	3	0%	-5


















































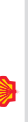
Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76	PetroChina	Oil & Gas	12,413	1	-7%	-11
77	中国平安 PINGAN	Insurance	12,409	2	18%	7
78	Linked In	Technology	12,407	4	New	New
79	J.P.Morgan	Global Banks	12,356	2	28%	14
80	MTS	Telecoms	12,175	3	14%	2
81	中國人壽 China Life	Insurance	12,026	2	-21%	-24
82	Woolworths	Retail	11,953	3	8%	-2
83	Ford	Fast Food	11,910	3	20%	8
84	Westpac	Cars	11,812	3	56%	New
85	intel	Regional Banks	11,743	3	17%	3
86	CHASE	Technology	11,667	2	-15%	-25
87	pepsi	Regional Banks	11,663	3	8%	-6
88	Red Bull	Soft Drinks	11,476	3	-5%	-13
89	Santander	Regional Banks	11,351	2	9%	-4
90	Santander	Cars	11,104	3	9%	-4
91	Santander	Global Banks	11,060	3	20%	5
92	Red Bull	Soft Drinks	10,873	4	3%	-9
93	MTN	Telecoms	10,221	3	-11%	-14
94	Bank of America	Regional Banks	10,149	2	New	New
95	docomo	Telecoms	10,041	2	0%	-5
96	PRADA	Luxury	9,985	4	6%	-1
97	PayPal	Payments	9,833	4	New	New
98	ING	Global Banks	9,771	3	29%	New
99	UBS	Global Banks	9,683	2	30%	New
100	Santander	Retail	9,584	2	8%	-1

The Brand Value of Pepsi includes Diet Pepsi.
The Brand Value of Red Bull includes sugar-free and Cola.

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology		185,071	4	1%	0
2 Technology		113,669	3	5%	1
3 Technology		112,536	3	-3%	-1
4 Fast Food		90,256	4	-5%	0
5 Soft Drinks		78,415	5	6%	1
6 Telecoms		75,507	3	10%	2
7 Technology		69,814	3	-9%	-2
8 Tobacco		69,383	3	-6%	-1
9 Credit Card		56,060	4	46%	6
10 Telecoms		55,368	3	18%	0
11 Conglomerate		55,357	2	21%	0
12 Telecoms		53,004	3	8%	-3
13 Regional Banks		47,748	3	20%	1
14 Retail		45,727	3	34%	4
15 Logistics		42,747	5	15%	1
16 Regional Banks		41,115	2	-1%	-3
17 Telecoms		39,712	3	-8%	-5
18 Retail		36,220	2	5%	-1
19 Technology		34,365	2	34%	3
20 Credit Card		27,821	4	34%	9
21 Technology		27,273	4	52%	16
22 Regional Banks		26,859	2	10%	2
23 Cars		24,497	4	12%	5
24 Cars		24,015	4	-2%	-1
25 Global Banks		23,970	3	24%	6
26 Entertainment		23,913	3	40%	17
27 Telecoms		23,893	2	-11%	-7
28 Credit Card		23,514	4	16%	2
29 Luxury		22,719	4	-12%	-8
30 Technology		21,404	3	51%	25
31 Technology		21,261	4	-36%	-12
32 Baby Care		20,594	5	13%	3
33 Technology		20,443	5	-16%	-8
34 Beer		20,297	4	28%	14
35 Apparel		20,167	3	60%	31
36 Technology		20,039	2	-11%	-9
37 Regional Banks		19,975	2	12%	1
38 Regional Banks		19,968	4	16%	2
39 Oil & Gas		19,229	1	5%	-5
40 Luxury		19,129	4	0%	-8
41 Retail		18,488	2	43%	21
42 Personal Care		17,971	4	30%	15
43 Cars		17,952	4	11%	3
44 Fast Food		17,892	4	5%	-2
45 Personal Care		17,823	4	-6%	-12
46 Regional Banks		17,781	4	22%	8
47 Retail		17,749	2	40%	17
48 Regional Banks		17,745	3	36%	12
49 Oil & Gas		17,678	1	-1%	-10
50 Personal Care		17,250	4	15%	1

The Brand Value of Coca-Cola includes Light, Diet, and Zero.
The Brand Value of Budweiser includes Bud Light.

 Millward Brown Optimor









Valuations include data from BrandZ™, Kantar Worldpanel, Kantar Retail and Bloomberg.
Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 to 5 (5 highest).

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food		16,691	4	12%	1
52 Regional Banks		16,555	3	New	New
53 Technology		16,503	3	2%	-8
54 Technology		16,362	2	-29%	-28
55 Retail		16,303	4	-9%	-19
56 Apparel		15,817	4	-3%	-12
57 Insurance		15,279	3	5%	-4
58 Regional Banks		14,236	2	10%	3
59 Regional Banks		14,196	1	12%	4
60 Telecoms		13,829	2	-10%	-10
61 Technology		13,757	2	-12%	-12
62 Logistics		13,732	4	17%	8
63 Regional Banks		13,716	3	19%	9
64 Global Banks		13,386	2	37%	18
65 Oil & Gas		13,380	1	11%	3
66 Telecoms		13,336	2	-22%	-25
67 Oil & Gas		13,127	1	-6%	-11
68 Luxury		12,735	5	48%	New
69 Apparel		12,732	2	-6%	-11
70 Regional Banks		12,655	3	19%	4
71 Cars		12,401	3	-2%	-6
72 Technology		12,331	1	16%	1
73 Alcohol		12,193	3	3%	-4
74 Retail		12,040	3	31%	15
75 Soft Drinks		12,029	4	-5%	-8


























Statistics derived from BrandZ™, Kantar Associates. Kantar Retail and Researching. Brand Contribution includes the % share of first sales in category, on a scale of 1 (100%) to 100 (0%).

 McDonald's

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
76 Retail		11,879	3	13%	0
77 Technology		11,816	2	-11%	-18
78 Oil & Gas		11,520	1	11%	-1
79 Telecoms		11,448	3	23%	9
80 Retail		11,099	3	New	New
81 Global Banks		10,836	3	26%	11
82 Telecoms		10,633	3	11%	3
83 Soft Drinks		10,558	3	6%	-3
84 Insurance		10,558	3	4%	-6
85 Regional Banks		10,396	2	8%	-2
86 Cars		10,166	3	3%	-5
87 Global Banks		10,160	2	1%	-8
88 Regional Banks		10,070	3	New	New
89 Telecoms		10,054	3	-13%	-18
90 Telecoms		10,028	3	-37%	-43
91 Fast Food		9,953	3	12%	0
92 Technology		9,826	3	New	New
93 Global Banks		9,668	2	New	New
94 Telecoms		9,531	2	New	New
95 Luxury		9,454	4	63%	New
96 Global Banks		9,282	3	8%	-1
97 Oil & Gas		9,036	1	5%	-4
98 Logistics		8,640	3	18%	2
99 Retail		8,885	2	-5%	-12
100 Cars		8,790	3	3%	-4

The 2013 BrandZ Top 100 list is based on Kantar's research of 50,000+ brands. The list and value of brands are based on the Kantar Retail and Researching. The list and value of brands are based on the Kantar Retail and Researching.

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-18%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial		41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	4%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-4%	0
25	Technology		24,326	5	10	8%	4

Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).

Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

* The Brand Value of Coca-Cola includes Lights, Diets and Zero

** The Brand Value of Budweiser includes Bud Light

BrandZ Top 100 Most Valuable Global Brands 2011

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

*The Brand Value of Coca-Cola includes Lites, Diet, and Zero.

**Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems.

***The Brand Value of Budweiser includes Bud Light.

****The Brand Value of Pepsi includes Lites, One and Zero.

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

*****The Brand Value of Nintendo includes Wii and Nintendo DS.


















































*****The Brand Value of Sony includes Playstation 2 and 3, as well as PSP.

*****The Brand Value of Red Bull includes sugar-free and Caffe.

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)

THE TOP 100

*The Brand Value of Coca-Cola includes Lites, Diets and Zero
 ** The Brand Value of Nintendo includes Wii and Nintendo DS
 *** The Brand Value of Budweiser includes Bud Light
 **** The Brand Value of Pepsi includes Lites, Diets and Zero
 ***** The Brand Value of Red Bull includes sugar-free and Cda
 ***** The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 ***** Brand Value includes Playstation 2 and 3, as well as PSP
 Source: Millward Brown Optimizer (including data from BrandZ, Datamonitor and Bloomberg)

TOP 100 Most Valuable Global Brands 2010				
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	
1		114,260	14%	
2		86,383	30%	
3		83,153	32%	
4	Microsoft	76,344	0%	
5		67,983	1%	
6		66,005	-1%	
7		57,047	15%	
8		52,616	-14%	
9		45,054	-25%	
10		44,404	-17%	
11		43,927	15%	
12		39,717	48%	
13		39,421	-4%	
14		30,708	12%	
15		27,459	29%	
16		26,492	-5%	
17		25,741	12%	
18		24,883	52%	
19		24,817	16%	
20		24,675	39%	
21		24,291	3%	
22		23,714	18%	
23		23,408	23%	
24		21,960	4%	
25		21,816	-9%	
26		21,769	-27%	
27		20,929	-8%	
28		20,663	-10%	
29		19,781	2%	
30		18,746	16%	
31		18,012	12%	
32		17,834	-2%	
33		17,434	-8%	
34		17,283	N/A	
35		16,719	-7%	
36		16,608	12%	
37		16,393	6%	
38		15,991	20%	
39		15,476	N/A	
40		15,112	N/A	
41		15,000	-35%	
42		14,980	0%	
43		14,866	-58%	
44		14,734	-2%	
45		14,454	N/A	
46		14,303	-2%	
47		14,224	15%	
48		14,210	-38%	
49		14,129	-6%	
50		14,018	6%	

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51		13,935	N/A	76		9,328	-28%
52		13,912	-7%	77		9,293	-31%
53		13,736	-11%	78		9,283	25%
54		13,403	-8%	79		9,201	-15%
55		13,010	20%	80		8,986	4%
56		12,977	3%	81		8,971	-3%
57		12,969	-18%	82		8,917	9%
58		12,752	-15%	83		8,747	1%
59		12,597	5%	84		8,607	-16%
60		12,434	14%	85		8,490	17%
61		12,426	17%	86		8,457	8%
62		12,148	-1%	87		8,383	20%
63		12,131	1%	88		8,377	N/A
64		12,032	9%	89		8,327	1%
65		12,021	-31%	90		8,236	2%
66		11,938	-23%	91		8,214	19%
67		11,659	57%	92		8,160	-8%
68		11,351	80%	93		8,159	4%
69		10,850	NA	94		8,147	30%
70		10,593	23%	95		8,003	18%
71		10,274	-7%	96		7,848	NA
72		9,723	6%	97		7,588	2%
73		9,675	N/A	98		7,450	13%
74		9,418	-1%	99		7,293	-16%
75		9,356	62%	100		7,280	14%

THE TOP 100

* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero






















** The brand value of Pepsi includes Diet Pepsi and Pepsi

*** Budweiser's value includes both Bud Light and Bud

**** ING value includes ING Bank and ING Insurance

Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)

TOP 100 Most Valuable Global Brands 2009				
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	
1		100,039	16%	
2		76,249	8%	
3		67,625	16%	
4		66,622	20%	
5		66,575	34%	
6		63,113	14%	
7		61,283	7%	
8		59,793	-16%	
9		53,727	45%	
10		49,460	33%	
11		41,083	19%	
12		38,056	36%	
13		35,163	-20%	
14		29,907	-15%	
15		27,842	-9%	
16		27,478	100%	
17		26,745	-9%	
18		23,948	-15%	
19		23,615	9%	
20		23,110	-3%	
21		22,938	-1%	
22		22,919	6%	
23		22,851	4%	
24		22,811	16%	
25		21,438	-6%	
26		21,294	85%	
27		21,192	9%	
28		20,059	67%	
29		19,395	5%	
30		19,079	3%	
31		18,945	N/A	
32		18,233	N/A	
33		17,965	-25%	
34		17,713	-8%	
35		17,467	-20%	
36		16,353	N/A	
37		16,228	-34%	
38		16,035	10%	
39		15,776	5%	
40		15,499	-14%	
41		15,480	-53%	
42		15,422	1%	
43		15,076	7%	
44		14,996	-3%	
45		14,991	-9%	
46		14,963	-40%	
47		14,961	-1%	
48		14,894	-22%	
49		14,608	-52%	
50		14,571	-12%	

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51		13,562	-8%	76		8,609	-1%
52		13,292	23%	77		8,601	36%
53		13,242	-6%	78		8,219	20%
54		12,970	16%	79		8,154	N/A
55		12,549	33%	80		8,052	168%
56		12,396	17%	81		7,927	-31%
57		12,254	-17%	82		7,862	13%
58		12,061	8%	83		7,852	-20%
59		11,999	-4%	84		7,777	-8%
60		10,997	6%	85		7,512	-18%
61		10,991	N/A	86		7,468	15%
62		10,911	34%	87		7,427	7%
63		10,864	22%	88		7,415	-38%
64		10,841	N/A	89		7,260	-40%
65		10,586	48%	90		6,992	-5%
66		10,582	-17%	91		6,922	-27%
67		10,206	-13%	92		6,765	-40%
68		9,719	19%	93		6,743	-55%
69		9,491	-17%	94		6,721	10%
70		9,280	-40%	95		6,713	-21%
71		9,189	14%	96		6,572	24%
72		8,884	N/A	97		6,571	-17%
73		8,779	-29%	98		6,565	N/A
74		8,638	49%	99		6,409	-19%
75		8,631	20%	100		6,394	N/A

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

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WORLD'S MOST ADMIRRED CO

1. **Apple**

LAST YEAR'S RANK: 1

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⏪ Prev Company

Next Company ⏩

Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.



Photograph by ChinaFotoPress — Getty Images

Company Info	
Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	http://www.apple.com
Fortune 500 Rank	5
Fortune 500 Profile	http://fortune.com/fortune500/apple-

✕

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See how you can outthink lost sales

Apple Inc. AAPL
91.96 -1.44 (-1.54%)





ED



World's Most Admired Companies 2015

What becomes a reputation most? Healthy financials and stock performance, for starters. This year four companies have landed on the 50 All-Stars for the first time—Chipotle, CVS Health, Salesforce.com, and the financial services giant USAA, which at No. 28 is this year's strongest debut. But not all companies fared as well. Consumer criticism and a change in leadership caused McDonald's to slip to No. 46, its lowest rank in the seven years it has appeared in the top 50, and a hacking scandal and public stumbles resulted in Target dropping to No. 48. (Read about the retailer's efforts to bounce back in [Back on Target?](#))

[VIDEO: How to become the World's Most Admired Company](#)

The companies whose ranking appears as “—” did not place in the top 50, but did rank highly in their respective industries. To view individual industry rankings, use the filter tool in the gray box to the left.

[See our Methodology](#)

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World's Most Admired companies ranked by key attributes






The most admired companies are more global than ever. Here's why.

American Express: Charging ahead on diversity

Henry Schein: Your dentist's biggest supplier

Fortune's World's Most Admired Companies: Starbucks, where innovation is always brewing

With plans to increase international flights, Southwest Airlines is flying high



Apple



Photograph by Yuriko Nakao — Bloomberg via Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
Overall Score	8.29
HQ Country	USA
Website	http://www.apple.com

▼ AAPL

126.50-0.10 (-0.08%)

MAR 10 9:24 AM EDT

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than \$700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January — 74.5 million phones in final three months of 2014— proving that the iPhone is still the product to beat.

Nine Key Attributes of Reputation		Rank
Innovation		1
People management		1
Use of corporate assets		1
Social responsibility		1
Quality of management		1
Financial soundness		1
Long-term investment value		1
Quality of products / services		1
Global competitiveness		1

Company Profile

☐


Most Admired 2014


Filter



The Most Admired list is the definitive report card on corporate reputations. [See our Methodology](#)

1	Apple
2	Amazon.com
3	Google
4	Berkshire Hathaway





1

Apple



Mario Tama / Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
HQ Country	USA
Website	www.apple.com

▲ AAPL

118.93+1.33
(1.13%)

NOV 26
11:07 AM
EDT

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year’s list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market)

are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

Nine Key Attributes of Reputation	Rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

Company Profile


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World's Most Admired Companies

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1 of 50

Apple

[BACK](#)
[NEXT](#)
Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.24

Ticker: AAPL

Why it's admired:

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. —OA



COURTESY OF APPLE

Headquarters:

Cupertino, CA

 Website: www.apple.com

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

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Tech stars

Top companies in innovation, responsibility and more
7 Most Admired Companies that fell off the map
[See full list](#)


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 Austin, TX-Apple

[Apple At-Home Team Manager](#)
 Frisco, TX-Apple

[At Home Advisor - AppleCare \(Customer ...\)](#)
 Austin, TX-Apple

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 Santa Clara, CA-Apple

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The cloud goes from mainstream
to revenue stream.

WORLD'S MOST ADMIRABLE COMPANIES

2012

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Apple

1 of 50 [Back](#) [Next](#)Vote for it as readers' choice: [Like](#) [1.2k](#)[Share](#) [Tweet](#)

MOST ADMIRABLE
Top 50 rank: 1
Rank in Computers: 1
 (Previous rank: 1)
Overall score: 8.42
Ticker: AAPL

Why It's admired:
 To say it was another big year for Apple would be a gross understatement. With the passing of Steve Jobs, questions swirled around the company's future. But under new CEO Tim Cook's guidance, Apple continues to prosper.

The company's annual revenues climbed to \$108 billion, led by an 81% increase in iPhone sales -- a jump that doesn't factor in the runaway success of the iPhone 4S -- and a 334% spike in iPad sales, due in no small part to the revamped iPad 2. Increased sales across the board explain why shares soared 75% during the company's fiscal year to \$495.

Job openings...
at Apple

Medical Doctor or Doctor of Osteopathic
 San Antonio, TX-Apple One Government Services

Multiple Positions Available. IMMEDIATE...
 Charlotte, NC-Apple Unlimited

Director of Core Operations
 Fairfax, VA-Apple Federal Credit Union

Nurse Practitioner / Neuro / Spine
 Columbus, OH-Apple Connections Recruiting

Product Administrator
 Elk Grove Village, IL-Apple Vacations

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| <input type="checkbox"/> People management | <input type="checkbox"/> Financial soundness |
| <input type="checkbox"/> Use of corporate assets | <input type="checkbox"/> Long-term investment |
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| <input type="checkbox"/> Global competitiveness | |

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Readers' choice



World's Most Admired Companies

Apple

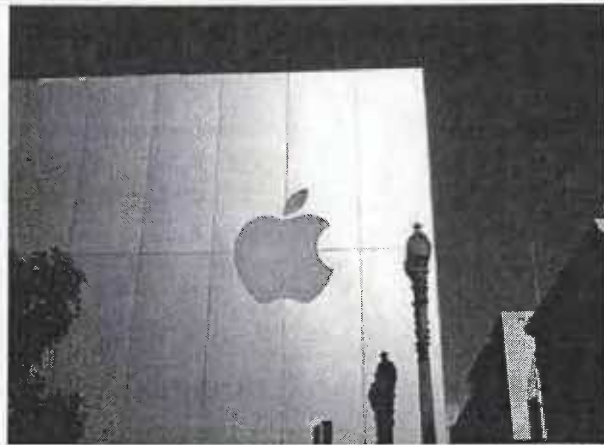
Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.16

Why it's admired For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.



COURTESY: APPLE

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T. --By Shelley DuBois

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1

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Quality of products/services	1
Global competitiveness	2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71

[See all](#)

From the March 21, 2011 issue

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World's Most Admired Companies

Apple

MOST ADMIRABLE Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row.



PHOTO: RYAN ANTON/AP/GETTY IMAGES

With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot.

What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks.

As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2

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Nine key attributes of reputation

Industry rank

Quality of products/services

1

Global competitiveness

2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	7.95
2	Hewlett-Packard	7.74
3	EMC	6.86


From the March 22, 2010 issue

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WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

Full List By Location Best & Worst No. 1s Industries

Apple

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 2 (Previous rank: 2*)

Overall score: 7.07

Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. —Alyssa Abkowitz

Address: 1 Infinite Loop
Cupertino, CA 95014
Phone: 408-996-1010
Website: www.apple.com



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Five key attributes of reputation

Innovation

People management

Use of corporate assets

Social responsibility

Quality of management

Financial soundness

Long-term investment

Quality of products/services

Global competitiveness

Industry rank

1

1

3

5

3

2

3

1

5

...Top 50 Headquarters



Show: Top 50 | All Most Admired. The Americas | Europe | Asia/Australia

...What Readers Say

They speak out on the Most Admired...

Goldman Sachs, Morgan Chase, and Bank of America in the Top 50? Y...

How about Genentech, 9 billion in sales with significant profit, whi...

AT&T most admired? Not by their rank and file employees. 12,000...

Overall score

7.28

Job openings... at Apple

Quartz Engineering
Cupertino, CA - Apple

Handwriting Recognition Engineer
Cupertino, CA - Apple

AirPort Firmware Engineer
Cupertino, CA - Apple

Sr. Trademark/Brand Protection Counsel
Cupertino, CA - Apple

Tooling and Process Engineer (Metals)
Cupertino, CA - Apple

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Find companies you most admire

2	Apple	7.07	Have your say
3	Hewlett-Packard	7.04	
More competitors		See all	

From the March 16, 2009 issue

*Designated as an international industry. Prior year's ranks, unless otherwise noted, are ranks in the World's Most Admired Companies listing.

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the companies you most admire

<input type="checkbox"/> Innovation	<input type="checkbox"/> Quality of management
<input type="checkbox"/> People management	<input type="checkbox"/> Financial soundness
<input type="checkbox"/> Use of corporate assets	<input type="checkbox"/> Long-term investment
<input type="checkbox"/> Social responsibility	<input type="checkbox"/> Product/services quality
<input type="checkbox"/> Global competitiveness	

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Video (3 of 3)



Least admired companies

Fortune's Stanley Bing looks at qualities like repeated boycotts that could land a company on this uncommon prestigious list. [Watch](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	
See the rest		

How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one. [More](#)

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AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20

Full list

Companies

Industries

No. 1s

Best & Worst

States

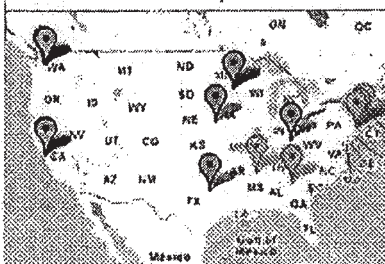
Global

Top 20

For the 20 most admired companies overall. FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank	Company
1	Apple
2	Berkshire Hathaway
3	General Electric
4	Google
5	Toyota Motor
6	Starbucks
7	FedEx
8	Procter & Gamble
9	Johnson & Johnson
10	Goldman Sachs Group
11	Target
12	Southwest Airlines
13	American Express
14*	BMW
14*	Costco Wholesale
16	Microsoft
17	United Parcel Service

Most Admired Companies HQs



Show: Top 20 | Full list

What readers say...

• Safeway should be ranked one of the WORST companies to work for! I ...

• Indeed these are amongst the most admired companies overall. One t...

• I work for the IKAN CORPORATION in Houston Texas. We sell video pro...

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Find compar

- ☐ Innovation
- ☐ People management
- ☐ Use of corporate e
- ☐ Social responsibility

Industry:

For multiple selections, hold down the <Ctrl> key

State:

For multiple selections, hold down the <Ctrl> key

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96% of the picks t up. 83% are beat than tripled...

Activision is up 80 earning returns if they're recommen

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*Results as of 5/13/08

18	Cisco Systems
19	3M
20	Nordstrom

From the March 17, 2008 issue

Indicates a tie.

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Walt Disney

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Nike

Medco Health Solutio

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EXHIBIT 6

Int. Cl.: 6

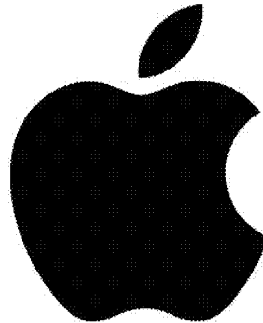
Prior U.S. Cls.: 2, 12, 13, 14, 23, 25 and 50

United States Patent and Trademark Office

Reg. No. 3,462,174

Registered July 8, 2008

**TRADEMARK
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

OWNER OF U.S. REG. NOS. 1,114,431, 2,715,578
AND OTHERS.

FOR: KEYRINGS OF COMMON METAL; METAL
RINGS AND CHAINS FOR KEYS; METAL KEY
CHAINS, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25
AND 50).

THE MARK CONSISTS OF THE DESIGN OF AN
APPLE WITH A BITE REMOVED.

SER. NO. 77-365,106, FILED 1-6-2008.

FIRST USE 4-0-1983; IN COMMERCE 4-0-1983.

CHERYL CLAYTON, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Goods and Services	IC 006. US 002 012 013 014 023 025 050. G & S: Keyrings of common metal; Metal rings and chains for keys; Metal key chains. FIRST USE: 19830400. FIRST USE IN COMMERCE: 19830400
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.03.25 - Leaf, single; Other leaves 05.09.05 - Apples
Trademark Search Facility Classification Code	VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves
Serial Number	77365106
Filing Date	January 6, 2008
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 22, 2008
Registration Number	3462174
International Registration Number	1309125
Registration Date	July 8, 2008
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of Record	Thomas R. La Perle
Prior Registrations	1114431;1402855;2715578;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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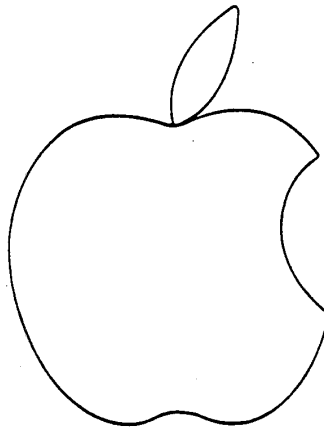
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Int. Cl.: 6

Prior U.S. Cl.: 13

United States Patent and Trademark Office **Reg. No. 1,402,855**
Registered July 29, 1986

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
20525 MARIANI AVENUE
CUPERTINO, CA 95014

FOR: KEYRINGS, IN CLASS 6 (U.S. CL. 13).
FIRST USE 4-0-1983; IN COMMERCE
4-0-1983.

OWNER OF U.S. REG. NOS. 1,078,312, 1,228,952
AND OTHERS.

THE TRADEMARK CONSISTS OF THE
DESIGN OF AN APPLE WITH A BITE RE-
MOVED.

SER. NO. 566,848, FILED 11-4-1985.

ABRAM I. SACHS, EXAMINING ATTORNEY



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Goods and Services	IC 006. US 013. G & S: KEYRINGS. FIRST USE: 19830400. FIRST USE IN COMMERCE: 19830400
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	73566848
Filing Date	November 4, 1985
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 6, 1986
Registration Number	1402855
Registration Date	July 29, 1986
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 20525 MARIANI AVENUE CUPERTINO CALIFORNIA 95014
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312;1114431;1130288;1219945;1221880;1228952

Description of Mark	THE TRADEMARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20161012.
Renewal	2ND RENEWAL 20161012
Live/Dead Indicator	LIVE

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Int. Cl.: 9

Prior U.S. Cl.: 26, 38

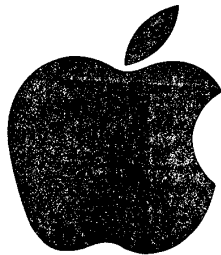
United States Patent and Trademark Office

Reg. No. 1,114,431

Registered Mar. 6, 1979

TRADEMARK

Principal Register



Apple Computer, Inc. (California corporation)
10260 Bandley Drive
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CLS. 26 and 38).

First use during January 1977; in commerce January 1977.

The mark consists of a silhouette of an apple with a bite removed.

Owner of Reg. No. 1,078,312.

Ser. No. 162,799, filed Mar. 20, 1978.

J. TINGLEY, Examiner



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Goods and Services	IC 009. US 026 038. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19770100. FIRST USE IN COMMERCE: 19770100
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	73162799
Filing Date	March 20, 1978
Current Basis	1A
Original Filing Basis	1A
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1114431
Registration Date	March 6, 1979
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle

Prior Registrations	1078312
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080314.
Renewal	2ND RENEWAL 20080314
Live/Dead Indicator	LIVE

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Int. Cl.: 9

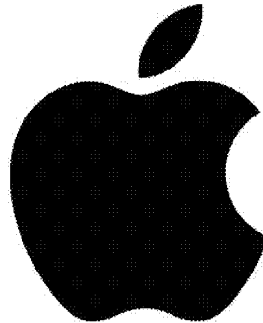
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,679,056

United States Patent and Trademark Office

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY

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**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. FIRST USE: 19770131. FIRST USE IN COMMERCE: 19770131

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Trademark

Search Facility
Classification Code VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves
Serial Number 77648705
Filing Date January 13, 2009
Current Basis 1A
Original Filing Basis 1A
Published for Opposition June 23, 2009
Registration Number **3679056**
International Registration Number 1014459
Registration Date September 8, 2009
Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record Thomas R. La Perle
Prior Registrations 1114431;2715578;2753069;AND OTHERS
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,078,312
Registered Nov. 29, 1977

TRADEMARK
Principal Register

APPLE

Apple Computer, Inc. (California corporation)
20863 Stevens Creek Blvd.
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CL. 26).

First use during April 1976; in commerce during April
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner



United States Patent and Trademark Office

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Word Mark	APPLE
Goods and Services	IC 009. US 026. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19760400. FIRST USE IN COMMERCE: 19760400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73120444
Filing Date	March 25, 1977
Current Basis	1A
Original Filing Basis	1A
Registration Number	1078312
International Registration Number	0870749
Registration Date	November 29, 1977
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 950142081 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070621.
Renewal	1ST RENEWAL 20070621
Live/Dead Indicator	LIVE

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United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,928,818 IALS, MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES; CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-1-1976; IN COMMERCE 4-1-1976.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567, AND OTHERS.

SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY



United States Patent and Trademark Office

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APPLE

Word Mark APPLE**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile

telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. FIRST USE: 19760401. FIRST USE IN COMMERCE: 19760401

**Standard
Characters
Claimed**

**Mark
Drawing
Code** (4) STANDARD CHARACTER MARK

**Serial
Number** 77172511

Filing Date May 3, 2007

**Current
Basis** 1A

**Original
Filing Basis** 1B

**Published for
Opposition** January 1, 2008

**Registration
Number** 3928818

**International
Registration
Number** 0956402

**Registration
Date** March 8, 2011

Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

**Attorney of
Record** Thomas R. La Perle

Prior Registrations 1078312;2034964;2808567;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Int. Cl.: 18

Prior U.S. Cls.: 1, 2, 3, 22 and 41

United States Patent and Trademark Office

Reg. No. 3,070,036

Registered Mar. 21, 2006

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: CASES, NAMELY, ATTACHE CASES, BUSINESS CARD CASES, BUSINESS CASES, CALLING CARD CASES, CATALOG CASES, CREDIT CARD CASES, DOCUMENT CASES, KEY CASES, TRAIN CASES AND OVERNIGHT CASES; CASES, NAMELY, VANITY, TOILETRY, COSMETIC AND LIPSTICK CASES SOLD EMPTY; BAGS, NAMELY, ALL PURPOSE SPORTS AND ATHLETIC BAGS, BEACH BAGS, BOOK BAGS, CARRY-ON BAGS, COSMETIC BAGS SOLD EMPTY, DUFFEL BAGS, GARMENT BAGS FOR TRAVEL, LEATHER AND MESH SHOPPING BAGS, OVERNIGHT BAGS, SCHOOL BAGS, SCHOOL BOOK BAGS, SHOE BAGS

FOR TRAVEL, SHOULDER BAGS, SOUVENIR BAGS, SUIT BAGS, TOTE BAGS AND TRAVEL BAGS; WALLETS; PURSES; UMBRELLAS; WALKING STICKS; CREDIT CARD HOLDERS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPNTY TM OFC APPLICATION NO. 2593127, FILED 2-26-2002, REG. NO. 002593127, DATED 2-20-2004, EXPIRES 2-26-2012.

OWNER OF U.S. REG. NOS. 140,042, 1,421,062 AND OTHERS.

SER. NO. 78-156,887, FILED 8-22-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Goods and Services

IC 018. US 001 002 003 022 041. G & S: Cases, namely, attache cases, business card cases, business cases, calling card cases, [catalog cases, credit card cases,] document cases, [key cases, train cases and overnight cases; cases, namely, vanity, toiletry, cosmetic and lipstick cases sold empty;] bags, namely, all purpose sports and athletic bags, [beach bags,] book bags, carry-on bags, [cosmetic bags sold empty, duffel bags, garment bags for travel, leather and mesh shopping bags, overnight bags,] school bags, school book bags, [shoe bags for travel,] shoulder bags, [souvenir bags, suit bags, tote bags and travel bags; wallets; purses;] umbrellas[; walking sticks; credit card holders]

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Serial Number 78156887

Filing Date August 22, 2002

Current Basis 44E

Original Filing Basis 1B;44D

Published for Opposition January 4, 2005

Registration Number 3070036

International Registration Number 0868666

Registration Date March 21, 2006

Owner (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Linda Du

Priority Date February 26, 2002

Prior Registrations 0140042;1114431;1130288;1228952;1401154;1421062;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20161201.

Renewal 1ST RENEWAL 20161201

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Int. Cl.: 18

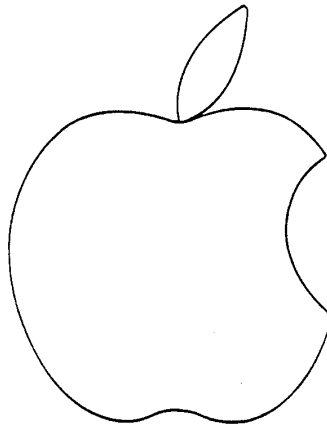
Prior U.S. Cls.: 3 and 22

United States Patent and Trademark Office

Reg. No. 1,421,062

Registered Dec. 16, 1986

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
20525 MARIANI AVENUE
CUPERTINO, CA 95014

FOR: BRIEFCASE TYPE PORTFOLIOS, GARMENT BAGS FOR TRAVEL AND ALL PURPOSE SPORTS BAGS, IN CLASS 18 (U.S. CLS. 3 AND 22).

FIRST USE 6-0-1982; IN COMMERCE 6-0-1982.

OWNER OF U.S. REG. NOS. 1,078,312, 1,228,952 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 566,876, FILED 11-4-1985.

DEBORAH S. COHN, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Goods and Services	IC 018. US 001 002 003 022 041. G & S: BRIEFCASE TYPE PORTFOLIOS, [GARMENT BAGS FOR TRAVEL] AND ALL PURPOSE SPORTS BAGS. FIRST USE: 19820600. FIRST USE IN COMMERCE: 19820600
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples 05.09.13 - Fruits (slices or quarters of)
Serial Number	73566876
Filing Date	November 4, 1985
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 23, 1986
Registration Number	1421062
Registration Date	December 16, 1986
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 20525 MARIANI AVENUE CUPERTINO CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED

Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312;1114431;1130288;1219945;1221880;1228952
Description of Mark	THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070611.
Renewal	1ST RENEWAL 20070611
Live/Dead Indicator	LIVE

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Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,070,035

Registered Mar. 21, 2006

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

PRIORITY CLAIMED UNDER SEC. 44(D) ON
ERPNTY TM OFC APPLICATION NO.
2593127, FILED 2-26-2002, REG. NO. 002593127, DATED
2-20-2004, EXPIRES 2-26-2012.

FOR: FOOTWEAR; HEADWEAR; SHIRTS, T-SHIRTS, SWEATSHIRTS, JOGGING SUITS, TROUSERS, PANTS, SHORTS, TANK TOPS, RAINWEAR, CLOTH BIBS, SKIRTS, BLOUSES; DRESSES, SUSPENDERS, SWEATERS, JACKETS, COATS, RAINCOATS, SNOW SUITS, TIES, ROBES, HATS, CAPS, SUN-VISORS, BELTS, SCARVES, SLEEPWEAR, PJAMAS, LINGERIE, UNDERWEAR, BOOTS, SHOES, SNEAKERS, SANDALS, BOOTIES, SLIPPER SOCKS, SWIMWEAR AND MASQUERADE AND HALLOWEEN COSTUMES, IN CLASS 25 (U.S. CLS. 22 AND 39).

OWNER OF U.S. REG. NOS. 140,042, 1,401,154 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 78-156,809, FILED 8-22-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY



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Goods and Services

IC 025. US 022 039. G & S: [Footwear;] headwear; shirts, t-shirts, sweatshirts,[jogging suits, trousers, pants, shorts, tank tops, rainwear, cloth bibs, skirts,] blouses; [dresses, suspenders,] sweaters, jackets, coats, raincoats, [snow suits, ties, robes,] hats, and caps[, sun-visors, belts, scarves, sleepwear, pajamas, lingerie, underwear, boots, shoes, sneakers, sandals, booties, slipper socks, swimwear and masquerade and Halloween costumes]

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Serial Number

78156809

Filing Date

August 22, 2002

Current Basis

44E

Original Filing Basis

1B;44D

Published for Opposition

January 4, 2005

Registration Number

3070035

International Registration Number

0868666

Registration Date

March 21, 2006

Owner

(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP
CUPERTINO CALIFORNIA 95014

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Thomas R. La Perle

Priority Date February 26, 2002

Prior Registrations 1114431;1401154;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160607.

Renewal 1ST RENEWAL 20160607

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Int. Cl.: 25

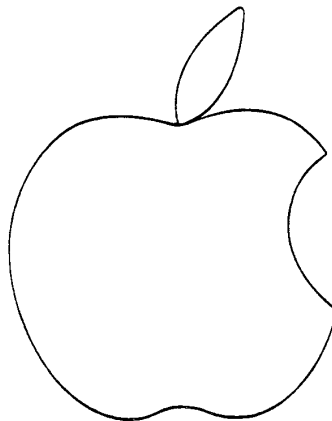
Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,400,442

Registered July 8, 1986

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
20525 MARIANI AVENUE
CUPERTINO, CA 95014

FOR: CLOTHING, NAMELY MENS AND LADIES SWEATSHIRTS, T-SHIRTS, SHIRTS, SHORTS, JACKETS, TIES, BELTS, HEAD-

BANDS, SWEATERS, HATS AND VISORS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1979; IN COMMERCE 2-0-1979.

OWNER OF U.S. REG. NO. 1,228,952.

SER. NO. 566,555, FILED 11-4-1985.

ERIC WACHSPRESS, EXAMINING ATTORNEY



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Goods and Services	IC 025. US 022 039. G & S: CLOTHING, NAMELY MENS AND LADIES SWEATSHIRTS, T-SHIRTS, SHIRTS, [SHORTS,] JACKETS, [TIES, BELTS, HEADBANDS,] SWEATERS, HATS AND VISORS. FIRST USE: 19790200. FIRST USE IN COMMERCE: 19790200
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	73566555
Filing Date	November 4, 1985
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 15, 1986
Registration Number	1400442
Registration Date	July 8, 1986
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 20525 MARIANI AVENUE CUPERTINO CALIFORNIA 95014
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED

Attorney of Record	Thomas R. La Perle
Prior Registrations	1228952
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160925.
Renewal	2ND RENEWAL 20160925
Live/Dead Indicator	LIVE

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